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Selling Electricity



Vol. I

MARCH, 1907

No. 3



From A to Z of Business Getting

Not only new business—but new business from old customers is the subject of this magazine. ✱ Not mere theory—but the practical experience of the shrewdest men in the electric lighting business, fills these pages. ✱ Are not twelve issues worth a dollar to YOU? ✱ ✱ ✱ ✱ ✱ ✱ ✱

Published monthly by the C. W. LEE CO., 54-56 Clinton Street, Newark, N. J.

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With the February issue, **THE ILLUMINATING ENGINEER** completed the first year of its existence. In points both of quantity and quality of the matter published during its first year, we believe that **THE ILLUMINATING ENGINEER** has made a record to be proud of; and this belief is confirmed by the numerous expressions of approval which we have received from our subscribers.

The most prominent Illuminating Engineer in this country writes:—

"I think **THE ILLUMINATING ENGINEER** will bear the pains of preserving a perfect file from number one; a thing which can be said of few special journals."

A student in the senior class of one of the most prominent technical schools says:—

"During the past year I have been making a special study of the subject of illumination, following advice given in one of the early numbers of your valuable paper. There is no course in Illuminating Engineering offered at this school, so that **THE ILLUMINATING ENGINEER** has been practically my only available textbook. Following the principles given therein I have been able to design, and check quite closely with an illuminometer, the illumination of one of our college buildings."

These two opinions,—one from an expert of national reputation, the other from a beginner in the science, show how completely **THE ILLUMINATING ENGINEER** covers its special field.

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THE ILLUMINATING ENGINEER

12 WEST 40th STREET

NEW YORK

Quality Sells The **SIMPLEX**



When you handle goods which appeal to, and please the housekeeper, it is an easy matter to sell additional current. ¶ There are so many "talking features" about **SIMPLEX** Heating Apparatus that the goods, when shown practically sell themselves.



Let us furnish you with our descriptive circular matter.

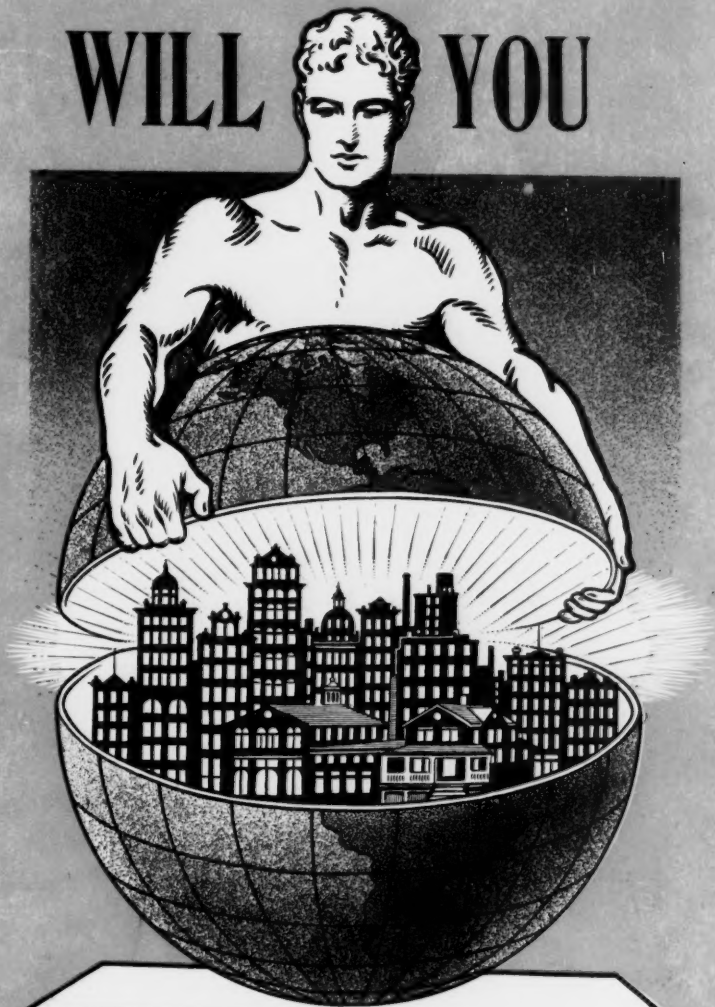
Simplex Electric Heating Co.

Monadnock Blk., Chicago.

Cambridge, Mass.

In writing to advertisers, mention "Selling Electricity."

WILL YOU



**GRASP THIS
OPPORTUNITY**

?? ? ? ? ? ? ? ? ? ?

IDEAS MAKE OPPORTUNITY

You are working for what? Profit, of course—your profit and your company's profit. You know that the amount of profit and the amount of salary which results from your efforts is in direct ratio with the amount of brains you put into your work. More brains means more salary.

SELLING ELECTRICITY is a magazine of practical ideas for commercial agents and solicitors—an exchange where they can learn, not from us, but from one another, the livest and most successful methods of selling electricity.

Nobody knows it all. Few ideas come straight from heaven. Most of them, like this magazine, are developed and modified through suggestions from others. That is how and why SELLING ELECTRICITY was created—to give you an organ from which you can learn the methods and successful plans of the men who stand foremost in the field of Central Station business getting.

Don't be content to plod along in the old rut. Don't be content with small salary and mediocre success. Don't continue to make blunders and miss opportunities when, for the price of a cheap cigar every month, you can have the best ideas and the guidance of the brightest and most successful business getters in the electric field.

LET "SELLING ELECTRICITY"

PUT YOU NEXT TO OPPORTUNITY

EVERY MONTH YOU GET

Every month you get 68 columns of solid printed matter on business-getting. No hot air, no vaporizing of the theorist, but every page full of live, practical ideas on methods of getting new business, by men who have tried them out and found them successful.

At least three articles every month by managers or contract agents describing specific plans, concrete examples of business-getting shrewdness—articles that get right down to bed-rock and tell how and why as well as what results followed the adoption of the methods described.

A department **article with illustrations** on the display room, showing **you how others** have made their display work interest the public; how commercial agents have pushed the sale of electric appliances in their own towns and increased the consumption of current.

Hand Book Hints—a special page of technical ideas, facts and arguments that solicitors can use to interest and win customers. One manager of a large plant said this page alone was worth the subscription price of the magazine.

How to sell Appliances—A special article every month by a practical solicitor, telling how he succeeded in making good with his company, how he sold flat-irons, chafing-dishes, portable lamps, power for shops and factories.

Ingredients of A Good Ad—A practical series of articles by a practical advertising writer on methods of advertising for Central Stations.

Tabasco Talks—This department of straight-from-the-shoulder sermons to solicitors, full of ideas, encouragement and enthusiasm, will be continued.

Ideas From Everywhere—A department where you will find careful reviews of all the electrical papers, business magazines and advertising publications with every practical business-getting idea they put forth boiled down and reprinted. You haven't the time or the money to read them all. We read them for you, sift them all every month for just the ideas you want.

And All This Every Month for A Year for the Price of a Ticket to the Theatre. Which is worth the most to you, a night's amusement or a year's practical course in Selling Electricity?

Expressions of Approval for "Selling Electricity"

Unsolicited Testimonials—appreciated most particularly because they were
in every case accompanied by the price of one or
more subscriptions.

Springfield, Ohio.
Feb. 23, 1907.

Your new publication is gotten up in a very attractive manner and certainly deserves to meet with success. If I can put you in touch with any situation which may be of particular interest to your readers I shall be glad to do so.

B. H. CLINGERMAN,
PEOPLES LT., HT., & PW. CO.,

Iowa, Falls, Ia.
Feb. 21, 1907.

You seem to have hit the nail on the head. Practical ideas in this business is what we want and not theory. I found more practice than theory in your January number, hence this sub. Best wishes for your success.

F. E. FOSTER,
THE PETERSON HEAT, LT., & WTR. CO.,

March 5, 1907.

Permit me to compliment you on your magazine, which should certainly be of great benefit to all Electrical Companies, and for which there is such an extended field.

CHARLES H. B. CHAPIN, Sec'y.,
EMPIRE STATE GAS & ELEC. ASS'N.

March 13, 1907.

We wish you success in what is practically a pioneer work and compliment you upon the appearance of your second issue.

JOHN A. KERSHAW, Mng. Editor,
"Selling Magazine."

Salt Lake City, Utah.
March 9, 1907.

I want to congratulate you upon SELLING ELECTRICITY. To my mind, it is one of the most excellent publications on new business-getting ideas, it has been my pleasure to read and I predict for it a great future.

JNO. MONTGOMERY, Com'l Agt.,
UTAH LIGHT & RAILWAY CO.,

Marion, Ind.
January 21, 1907.

I wish to congratulate you upon the makeup of SELLING ELECTRICITY.

G. M. TIDD, Gen. Mgr.,
MARION LIGHT & HTR. CO.,

Salina Kansas.
March 6, 1907.

I feel that I have already received my "dollars worth" with the first issue, and I know it will be a great help to Business Getters and others in the electrical field.

B. B. ROOT, Com. Agt.,
THE PEOPLES LT., HT. & PW. CO.,

Bellingham, Wash.

Herewith please find check for \$3.00, for which enter subscription to three copies of SELLING ELECTRICITY for one year for the benefit of this company. We have been very much interested by the sample copies sent us.

L. H. BEAN, Manager,
WHATCOMB COUNTY RY. & LT. CO.

TEAR OFF ON THIS LINE

Every subscription
sent in with this
coupon entitles the
subscriber to all
back numbers of
SELLING
ELECTRICITY
—while they last.

Gentlemen:

Find pinned to this coupon one-dollar bill for which
send me "Selling Electricity" for one year from date.

Signature

Address

City or Town

State

Company

Date

SELLING ELECTRICITY ADVERTISERS.

THE FREE PROPOSITION

===== IS A =====

GOLD MINE

For Central Stations

===== IF =====

FEDERAL INTERCHANGEABLE

ELECTRIC

SIGNS

ARE USED

A central station manager writes us that he paid for his signs and netted eight cents per K. W. for his current. You can do the same. We'll tell you how.

Federal Electric Company

LAKE & DESPLAINES STREET

CHICAGO, ILL.

Eastern Agents—Federal Sign System (Electric)
317 W. 42d St., New York.

In writing to advertisers, mention "Selling Electricity."

POSITIONS OPEN

For Central Station Solicitors and Commercial Agents



We have requests from nearly a dozen electric light and power companies for commercial agents and solicitors. Men of successful experience who are unattached or dissatisfied with their present connections, and can furnish satisfactory references, are requested to communicate with us immediately.

New and attractive positions are developing every week in the commercial departments of lighting companies. Ambitious and experienced men who are looking for the right opportunity will do well to write us now---registration nominal. We are in touch with these opportunities as they arise.



ADDRESS

Electric Solicitors' Exchange

"SELLING ELECTRICITY"

54-56 CLINTON STREET

NEWARK, NEW JERSEY

In writing to advertisers, mention "Selling Electricity."

TEN CENTS PER ISSUE.

\$1.00 PER YEAR



VOL. I.

NO. 3.

Selling Electricity

A MAGAZINE OF BUSINESS GETTING FOR CENTRAL STATIONS
AND ELECTRICAL MEN GENERALLY

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54-56 Clinton St. Newark, N. J.





THE MEN WHO MADE DENVER FAMOUS

AS

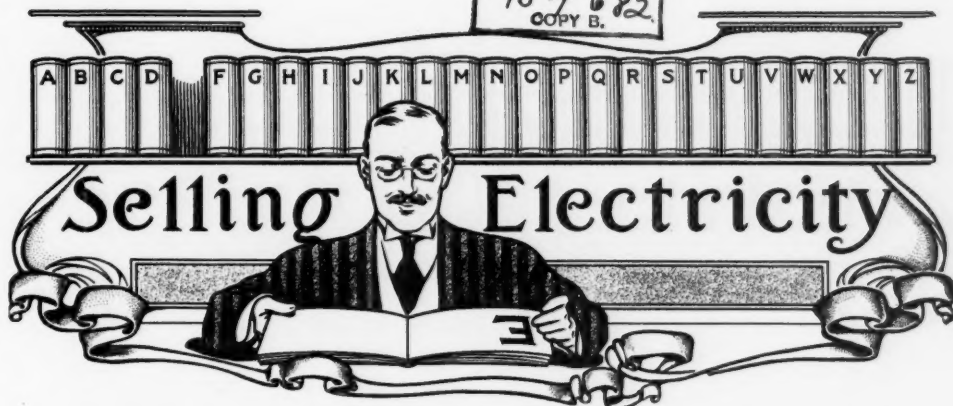
THE CITY OF LIGHT

CLARE N. STANNARD

OF THE DENVER GAS AND ELECTRIC COMPANY AND HIS
STAFF OF AGGRESSIVE BUSINESS GETTERS



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Volume I.

MARCH, 1907.

No. 3.

SPEEDING UP A SOLICITING FORCE

By CLARE N. STANNARD,

SECRETARY, DENVER GAS AND ELECTRIC COMPANY.

START the day right. There should be a daily morning meeting presided over by the New Business Manager, at which time orders should be given and discussed; reports received giving a record of the previous day's work and preliminary reports presented showing the nature of the proposed day's work. Verbal reports should be given by representatives of interesting and important contracts closed and a thorough discussion of these will result in creating interest and maintaining enthusiasm.

These meetings should continue for a half hour, usually from 8 to 8:30. It is the universal experience of representatives attending such meetings that the time is most profitably spent and the efficiency of their work greatly increased. It must early be

impressed upon representatives that they must not only be able to take orders, but possess the ability to sell goods. One of the most important features of their work is the securing of additional consumption from present consumers.

It is profitable to assign men to work exclusively upon this class of business, explaining to and seeking to interest consumers in the installation of additional domestic appliances, decorative lighting and power, thus increasing the company's revenue very considerably.

The holding of business already secured is a most important feature of a representative's work. I deem it unwise ever to discontinue any business simply upon the request of a consumer. It will be found in many instances that such business can

be held by a representative calling on the consumer. All complaint work should be carefully followed up, and reports made to the office of all poor service, making sure that such service is remedied.

Representatives must be made to realize that they play a most important part in popularizing the company and in lessening chances of competition. It is important that they watch all new buildings, making sure that all electrical features are incorporated during their construction, that feeds are of sufficient size to take care of lighting other than the interior system, as, for instance, sign lighting, window lighting, display and outlining. They should visit architects and builders, interesting them in electricity for both domestic and industrial use.

A most profitable way of directing the efforts of the representatives is to specialize for a time on certain classes of business. For example, on consecutive weeks, it is wise to specialize respectively on signs, outlining, window lighting, power, decorative lighting, additional consumption on present consumers, etc. After specializing a week it is well to have a report of the success attending the efforts on the special class of work. It is further found that when specializing, representatives concentrate their efforts and therefore better results are secured than when working otherwise. It must of course be understood that in doing this work the regular line of work must not be neglected.

Wherever the size of the organization warrants it, a sort of club should be formed, called the Commercial

Council or some similar name. Educational matters should be taken up; papers of interest should be presented and discussed; debates on pertinent subjects should occur. It might be of interest to have two representatives occasionally give an exhibition of how a sale should be made, one acting as salesman and the other as customer. In this way, many effective arguments can be developed which will assist the entire force in its daily work.

The holding of evening meetings of this sort gives the representatives an opportunity of discussing many important matters, which on account of limited time cannot be taken up at the morning meetings. In addition to the features just mentioned, it might be well to incorporate in this work some or all of the features found in the scientific study of salesmanship, a course of illuminating and electrical engineering, and a thorough study of all principles involved in the supplying of electricity for light and power.

A stenographer should be present at both of these meetings, taking minutes of same, afterwards typewriting them so that they may be placed on file for future reference. Where possible it would also be advisable to exchange such minutes with new business departments of other companies, thus providing a way for the exchange of thoughts and methods. A representative, in order to be successful in his daily work, should spend a large amount of time in studying the many subjects with which he comes in daily contact.

The giving of practical demonstrations are of great value and should not be under estimated. They may be

classified as Office, Home and Church.

At the office or salesroom various electrical appliances and devices should be carefully and thoroughly demonstrated. In fact, during the last two or three days of each discount period it might be wise to arrange for a competent person to demonstrate electricity as applied to domestic uses. Neighborhood demonstrations can profitably be given to parties of friends, the company demonstrator cooking a meal, and using exclusively electrical appliances. In this way much very effective advertising may be accomplished.

Church societies may frequently allow to be given in their church parlors or parish house kitchens a demonstration, at which time various appliances are thoroughly explained and in this way many ladies in church societies become interested in and very materially aid the popularizing of electricity for domestic uses. Oftentimes in interesting church societies in demonstrations, as just described, it is found profitable to present the church society, free of charge, with one or more electric appliances.

Demonstration work can be carried a step further, by showing at the office electric motors, fans, samples of sign, window lighting and outlining, and various other ways in which electricity is applied. Money spent in demonstration work usually proves very effective and is rarely wasted.

There are many ways in which solicitors can be materially assisted. For example; a daily record should be compiled by the office department and given to each representative, showing the appliances sold, orders

taken and complaints registered in his territory. Thus he is enabled to keep in close touch with all business transpiring, whether of a personal nature or coming through the office.

The office occasionally should supply the representative with lists, containing the names and addresses of consumers who use a small amount of electricity and who should be called upon in an endeavor to increase their consumption.

The Commercial Council as before described, will naturally suggest many ways and means of assisting representatives. A representatives' room should be maintained in which to hold Council meetings, and papers and catalogues should be placed on file for ready reference. Prizes may be offered to regular employees of the company for the one securing the greatest number of tips which are executed, such tips being given representatives, who are thus enabled to close orders which otherwise might not have been secured.

Each representative should occasionally go over his own district at night, thus determining where the dark spots are, and seeking to interest merchants in various forms of display lighting, and demonstrating to those who have dark stores the value of their neighbors' brilliantly illuminated windows or stores. An expert window dresser might, at certain seasons of the year, be profitably employed, dressing and arranging, free of charge, windows illuminated by electricity; in this way seeking to interest merchants in additional installations of light, also merchants not heretofore advertising by means of electricity.

It should be the aim of all commercial men to secure the hearty co-operation of all the employes, for it will be found that the office, station and line men can frequently assist the representatives in securing business. Representatives should constantly be on the lookout for ways and means of increasing the company's revenues. Men thus employed who have the company's interests at heart and who are thoughtful, original and aggressive will prove their worth and value to the company, and will therefore do much to aid in securing increased revenue.

And now, what about results?

It is the writer's experience that results more than compensate many companies for the money spent in new business departments. Specifi-

cally speaking, through such a department, the consumption per kw. per inhabitant can be materially increased; also the consumption per consumer, and the consumption per 16 cp. lamp connected. This department is equally an important factor in reducing the manufacturing costs per kw., also costs per kw. delivered to the consumers. This necessarily increases the company's profits.

While in some instances the cost of securing new business the first year seems high, the fact must be taken into consideration that the business thus secured remains with the company for years, and is of no further cost. It is not an unusual thing for a new business department to receive in revenue the first year, three or four times the original investment.



The highest form of advertising consists in teaching the public the varied uses of the article advertised, making it clear how completely it fits into the social economy of the public, and proving that the person addressed must buy the article in order to live according to the highest ideals.

ELECTRICAL ADVERTISING

An Article on How To Get Sign, Window, and Outline Lighting on Flat-rate Basis.

By W. B. JOHNSON, MANAGER

COMMERCIAL DEPT. MADISON GAS AND ELECTRIC CO., MADISON, WISCONSIN.

ABOUT the most profitable business that a central station can get is sign, window and outline lighting, or long-hour flat-rate lighting—the turning on and off to be done by the company.

Some central stations install electric signs free of charge upon the basis of a one, two or three year contract. This system has some very strong points in its favor, but if you can induce a merchant to invest from \$40.00 to \$100.00 for an electric sign of his own, and have it specially designed so that it will have a sort of individuality about it, he is less liable to discontinue using it at the expiration of his con-

tract than if his sign is like every other sign in the block. He also takes more pride in it and very often uses the design as a trade mark. With the free sign proposition, the central station must supply a sign that can be easily painted or remodelled and used for other merchants in other lines of business. But having a variety of designs increases the value of each individual sign as an advertising medium, as well as improving the appearance of the city.

Most cities are realizing the good effect that electric signs have upon the business and appearance of a city and allow them to project any distance



Office of The Madison Gas and Electric Co.

over the side walks, as long as they are properly erected. Some city councils have even passed ordinances prohibiting any projecting sign, unless it shall have at least one lamp for

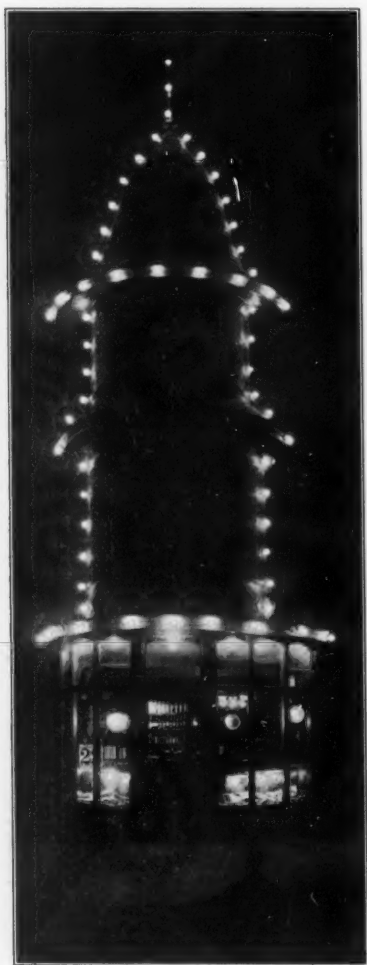
cost is considerably less for the merchant than is a sign installation, and he will generally use more lights in this way than he would if he had a sign.

You can get the best outline effects with corner buildings, especially flat-iron shaped buildings, but it is well to keep away as much as possible from straight lines so as to give the outline display more of an artistic effect. The lamps should be from 14 inches to 18 inches apart. On brick buildings, very good results are obtained by taking flat pieces of board about 5 inches in diameter, painted white, and nailing them onto the building, the receptacles being fastened on the board.

Window lighting is admittedly the best method of advertising a merchant can get for his money, and the value of it is doubled when the lights are burned late into the night. The merchant who turns out his window lights when closing his store is now considered so far behind the times that people do not consider that he carries an up-to-date line of goods.

The laying out of such an installation is largely a matter of personal preference. Some prefer trough reflectors for window lighting, while others prefer Nernst lamps. As to which is the better, it is a hard matter to say. Both are good.

A very good way to convince a merchant as to the value of window lighting, is to persuade him to light them up some night when he has a nice window display, and sit back in the store where he can see and count the number of people who will stop to admire his showing. I have never



An effective treatment of "flat iron" building

every square foot of surface, and this would seem to be a policy worth fostering.

Outline lighting is a very good and effective method of advertising, which is not generally pushed to the extent that it should be. The investment

failed to secure an order for long-hour lighting where I could get the merchant to do this.

It is better to arrange the window lights so as not to shine into the person's eyes who is looking into the window, but throw the lights down on the goods, and let the brightness of the illumination attract the attention.

It is a very good practice to have the firm's name painted across the top of the window, in such a manner as will show up at night as well as during the day time, to conceal the lights from the passer-by.

In soliciting sign, window and outline lighting, care should be used to always refer to it as *Electric Advertising*. Impress upon the merchant that the cost should be added to his advertising and not to his lighting account. It is sometimes hard to get the merchant to look at it in this manner, but you must convince him of the reasonableness of your argument before you can secure his order and then there will be less chance of dissatisfaction with his lighting bill. It is a very good thing to have a different colored bill-head for this class

of business from the regular lighting bills and have it headed *Electric advertising*.

Never knock newspaper advertising to a merchant, or suggest that he cut down his newspaper advertising appropriation in favor of electric advertising. Rather endeavor to convince him that any electric advertising he does will serve simply to make his newspaper advertising more valuable, and likewise that his newspaper advertising will make his electric advertising more valuable. The two go hand in hand, and if you will explain this to the newspaper advertising solicitor as well as to the merchants, you will be surprised at the amount of good it will do you.

I have had a case where I could not get a merchant interested enough to consider the proposition until a newspaper advertising solicitor had advised the merchant to light up his windows and put out an electric sign, which he said would make his newspaper advertising more effective.

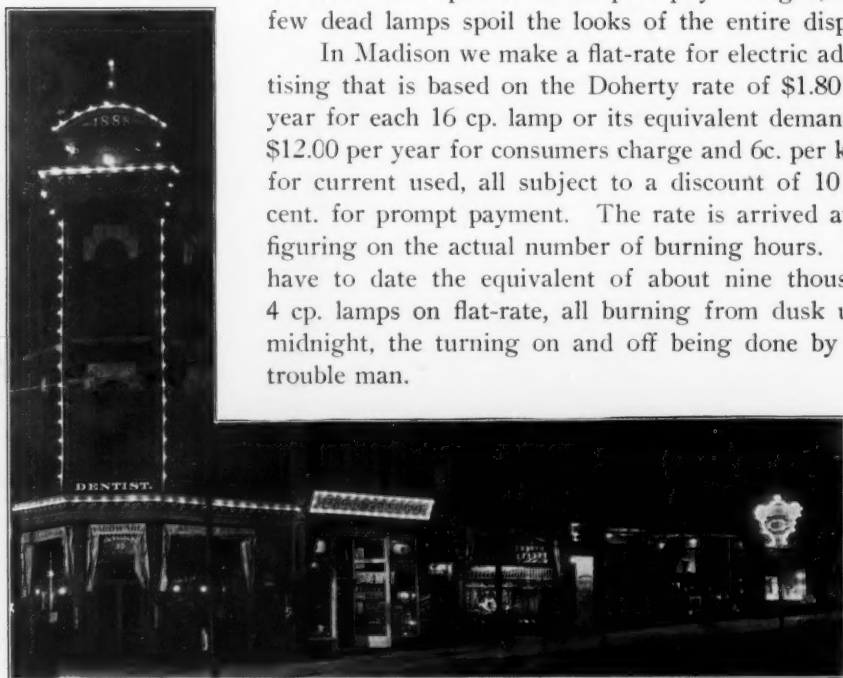
The signs, windows and outlining should be inspected often, and any



This shows what aggressive solicitation and equitable rates will do toward securing small customers for outline lighting.

burned out lamps should be promptly changed, as a few dead lamps spoil the looks of the entire display.

In Madison we make a flat-rate for electric advertising that is based on the Doherty rate of \$1.80 per year for each 16 cp. lamp or its equivalent demanded, \$12.00 per year for consumers charge and 6c. per kwh. for current used, all subject to a discount of 10 per cent. for prompt payment. The rate is arrived at by figuring on the actual number of burning hours. We have to date the equivalent of about nine thousand 4 cp. lamps on flat-rate, all burning from dusk until midnight, the turning on and off being done by our trouble man.



Outline and Sign Lighting at Madison



TO SAVE YOUR TIME

Nobody has a monopoly on all the good ideas in the world. Nobody can hope to steer a corner in brains. Though it pains us to acknowledge it, there occasionally appear in various other publications articles of merit and interest to the central station business getter.

But while we cannot boast of being the only publication in which good ideas appear, we will, beginning with

this issue, be the only one in which ALL the good ideas find lodgement.

Hereafter SELLING ELECTRICITY will publish a department of reviews, in which not only the central station business getting ideas of the electrical papers are abstracted and reviewed, but items of value from business periodicals and advertising journals as well. The department is a time-saver for the busy man.





DEMONSTRATING APPLIANCES IN A DEPARTMENT STORE

By E. R. DAVENPORT, SALES AGENT,
THE NARRAGANSETT ELECTRIC LIGHTING COMPANY.

THERE is considerable comment to-day on electric heating and cooking appliances as to the rate to be charged, method of selling appliances, etc. The writer will make no attempt to solve these problems, but will merely give an account of his experience with one phase of the subject.

I have realized, as perhaps have many others, that in order to be successful in selling electric heating and cooking appliances, educational work of some character must be done, as the general public is not familiar with the appliances to-day and must be made so before we can expect to do much business in this line. The question, "What method of education to adopt," must be determined, I think, by local conditions and opportunities.

In our city, a food fair was given in one of the large department stores,

lasting four weeks. This seemed to present to us a good opportunity for educational work on a large scale and we installed an electric kitchen there. In addition to electric heating and cooking appliances, there were on display a washing machine, coffee grinder, meat chopper, and a motor



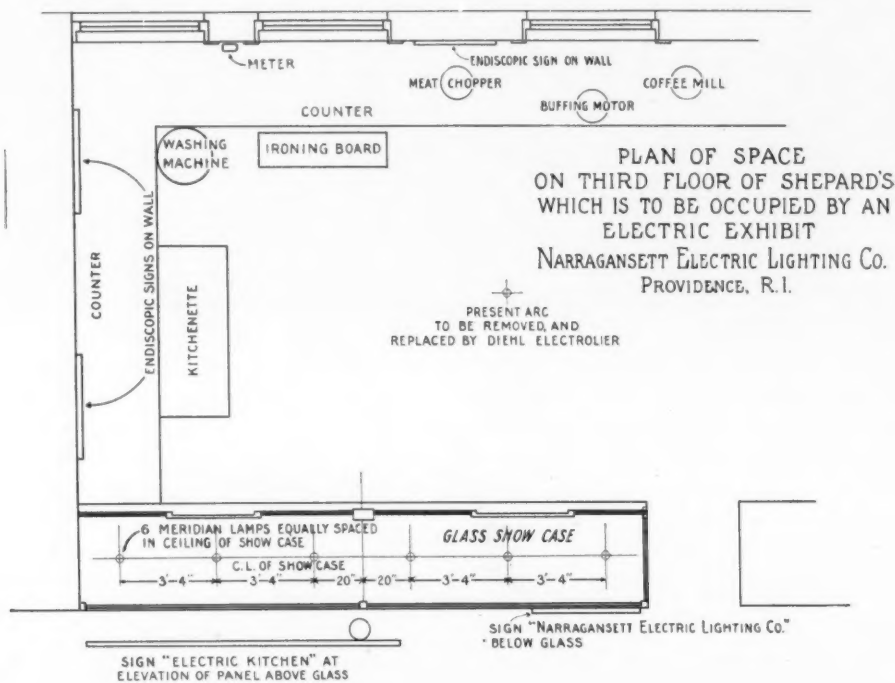
Invitations distributed to customers by the Company.

for cleansing and polishing silver. Everything exhibited was connected and ready for demonstrating.

Each week we made a special feature of some particular appliance; that is, during the first week, biscuits were baked in the electric oven and served free to visitors; the second week, coffee was made in a percolator; third week, waffles; and the last week, a demonstration was given

watched our demonstration daily, the fair being open from 8:30 A. M. to 6 P. M.; Saturday evenings until 10.

The front of the exhibit was composed of a large show case which gave a splendid opportunity to display such appliances as tea kettles, water heaters, chafing dishes, percolators, etc., and which also served as a transparent partition. The exhibit was well lighted but not made deco-

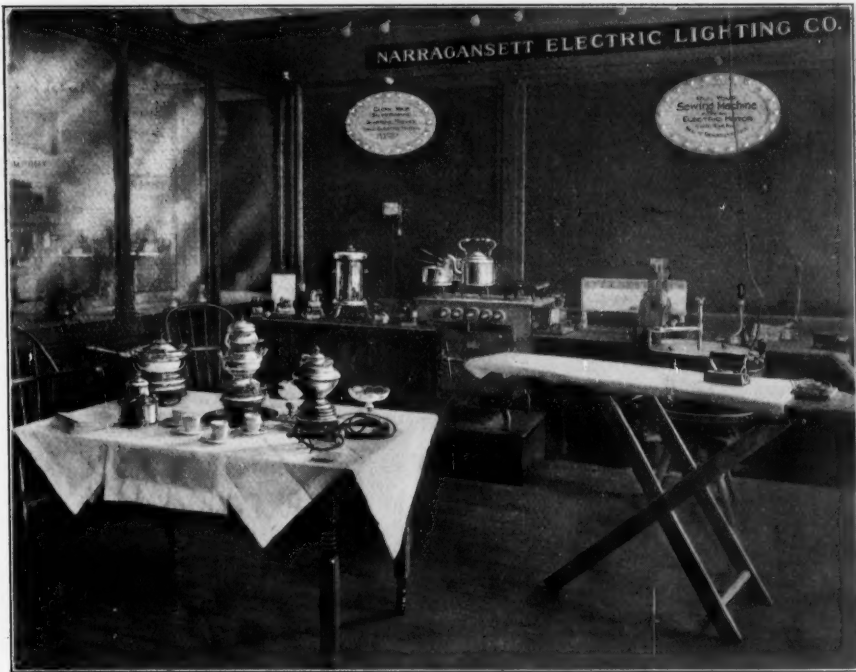


of the chafing dish. The flat-iron and other appliances were exhibited and explained during intervals between cooking demonstrations.

In addition to the newspaper advertising done by the department store to bring the food fair into public notice, we sent printed invitations to all of our residential customers. It was estimated that over one hundred persons visited the exhibit and

rative with lights, as I believe that in doing so, one makes too prominent a feature of the decorative lighting, thereby detracting attention from the appliances in which it is desired to center the interest at this time.

For the benefit of those who may undertake similar exhibits, it is well to suggest that your demonstrator should be a young lady of good appearance; one who can talk interestingly, con-



The Display as it appeared when opened to the public

vincingly and be enthusiastic over the merits of the devices shown. It is essential that she have at least some of these qualifications; otherwise you are wasting money by failing to catch and hold the interest of the casual visitor by not having your goods presented in a proper manner. It is also good

practice for the demonstrator to wear a maid's cap and apron or other suitable costume. See that she is always immaculate. These things go far towards making your place attractive, and the more attractive it is the more business you will do.



There is a great difference between quick action and undue haste. It is one thing to get at a task promptly, and perform it thoroughly, and another thing to leave it until the last moment and then hurry through with it in a confused manner.

HAND BOOK HINTS NO.--3.

MORE HANDY ARGUMENTS FOR SOLICITORS.

Good illumination, according to Mr. V. R. Lansingh, Illuminating Engineer, requires:—

1. Sufficient light to enable one to see clearly and distinctly.

2. Avoidance of too much light, which produces a blinding and fatiguing effect on the eye.

3. Avoidance of having a bright light in the field of vision, which cuts down the ability to see clearly things which are less brilliantly illuminated.

4. Avoidance of streaks or striations, which, however, are more noticeable with electric than with gas lights.

5. A steady light—i. e., avoidance of a flickering light, like an open flame burner with insufficient draft, which quickly tires even the strongest of eyes.

6. Avoidance of regular reflection, which is commonly known as glare, due to the light striking an object at such an angle that a large part of the light is reflected directly into the eyes.

7. Avoidance of too sharp contrasts, such as, for example, a brilliantly lighted desk with the rest of the room in darkness.

* * * *

When you have to figure on an installation requiring abnormally high or low speed motors, 'phone the nearest motor agent before quoting. There are tricks in combining a frame

with fields of one voltage with an armature of another voltage so as to cut the speed approximately in half. Ask the man.

* * * *

The intrinsic brilliancy, in candle power per square inch, of a Welsbach lamp is but 10 per cent. of that of an incandescent lamp; while that of an acetylene flame is about one-third to one-half. Before you use this point, be sure you know what "intrinsic brilliancy" means.

* * * *

To tell a man that you can save him three dollars a month on his power bill looks small. To tell him you can save thirty-six dollars a year looks better. But tell him that the saving you can make for him will amount to the interest, at savings bank rates, on over One Thousand Dollars, and he will take notice. The most effective way to present the economy argument is to capitalize the saving at a fair rate of interest and talk the larger figures.

* * * *

The unit of illumination is the foot-candle. This can be defined as follows: If we had a source of light, one standard candle, and held the object to be illuminated on a horizontal plane at a distance of 1 foot, the illumination on the object would be 1-foot-candle.

THE STORY OF A PUBLICITY CAMPAIGN

By G. W. HARRIS.

FOR the electric lighting company or other public service corporation honestly desirous of gaining the confidence and good will of the people of its community—of building up its business by the fairest and most straightforward of methods—the Publicity Campaign, when conducted properly, is the most effective and the most successful procedure known. It is a truism that advertising pays, and of course the more intelligent and the more skillful the advertising the better it pays. But there are many kinds and many methods of advertising possible to the central station manager, and many times owing to his quandary as to which kind or method would suit best his particular situation his business suffers because he does not advertise at all, or does not advertise enough. Now, no matter what the situation in which the public service company finds itself, whether it has dire troubles—with the public, with rival concerns, with its employes—or whether it enjoys smooth sailing and its only care is to make its business grow faster, a properly handled Publicity Campaign is the best method of advertising it can possibly adopt—is the kind of advertising that pays best. The Publicity Campaign itself may be of comparatively short duration, but

its results are of no mere temporary benefit. By following it up properly its benefits become of lasting value to the company.

Of course the undertaking of such a campaign of newspaper publicity, if it is to be of real and lasting benefit to the company presupposes a willingness on the part of the company to tell the truth, to take the people into its confidence—at least to a large extent as to its working policy, its expenditures for the improvement of its service, its purpose and its plans. You cannot beget confidence without bestowing confidence. If the company is not willing to “play fair” and treat its customers and the public generally with honesty, candor and common sense, it might as well stick to the old policy of secrecy and let newspaper publicity alone, for in the long run the company that persists in following antiquated methods will continue to enjoy an antiquated and a petty business.

To come down from generalizations about the value of the Publicity Campaign to a concrete example of its successful working in practice, it is the purpose of this article to give some account of a remarkably successful campaign recently conducted by the C. W. Lee Company for the Roanoke Railway & Electric Company, of

Roanoke, Virginia. This company, as its name indicates, operates the street railways of Roanoke and sells current for electric lighting and commercial power. It operates its own power station, which is a steam plant. Until about six months ago it enjoyed a monopoly of the electric lighting and power business in Roanoke. Last September a rival company started in to do an electric lighting and power business at unheard of prices. This company had built a water power plant on Roanoke River about four miles from the city. Its promoter and head knew nothing about the electrical business, but came up from Florida with the idea that with a water power plant he could drive the older company out of the lighting field. He came with a loud flourish of trumpets and announced that he would force the Railway & Electric Company out of the lighting business. It might continue to operate the street railway system, he had no desire to interfere with that, but it had been "robbing the people" (its rates were on a basis of 12 cents a kilowatt hour for residence lighting and 12 to 6 cents for business lighting) and he would cut the prices in two and show that he could still make a good profit. Parenthetically, it may be remarked, he soon found out his mistake.

Naturally there was nothing for the old company to do but to meet the cut in rates. It lowered its prices to 4 cents for residence lighting and 3 cents for business lighting, and in a half-page advertisement in each of the daily papers announced that it would not permit its customers to suffer financial loss by reason of their patronage of it.

A lively fight was on at once. The head of the new company issued a pamphlet in which he appealed for the support of the community, reiterated that the old company had charged extortionate rates and denounced it for various other alleged misdemeanors. This had its intended effect among a class always ready to side against a corporation anyway, whether it merit praise or blame. Other things also, chiefly in connection with its street railway business, were having a tendency to embitter a large part of the public against the Railway & Electric Company. It was decided therefore, partly to bring the rival concern to terms and at the same time to bring about a better understanding on the part of the public of the true position of the company, and thereby increase its business, to undertake a Publicity Campaign.

This took the form of a series of daily display advertisements three columns wide and averaging 12 inches deep, called "Electric Talks" and numbered consecutively, and a daily reading notice of anywhere from one inch to a column and a half in length—the amount of space for this being determined solely by its value as news to the papers. Contracts were entered into with each of the three daily newspapers of Roanoke for 1,000 inches of advertising space a month for two months. Before that time had expired the campaign had been so successful—the company had realized such unmistakable benefits from it—that it was extended for another month.

The company started out by telling in these "Electric Talks" just what it had already done to provide an elec-

ELECTRIC TALKS

No. 1.

Just within a very recent period the so-called "Public Utility" companies of this country pursued a policy of secrecy toward the public. Today they realize that such an attitude is a mistake. They find that a far better business policy is to tell the public all about it—to confer their business openly and take the people into their confidence.

The Roanoke Railway & Electric Company is among the first companies of the kind in the United States to welcome this new policy of Publicity. The Roanoke Railway & Electric Company (together with its predecessor) has been doing business in Roanoke for eighteen years. It has seen Roanoke grow from a modest little town to a city of 20,000 people—the third largest city in the Commonwealth of Virginia. More than that, it has helped materially to stimulate that growth. We are going to tell you some of the ways in which it has done that. We are going to tell you what this company has done for the People of Roanoke and for the City of Roanoke. And we are going to tell you what we are planning to do—and do as rapidly as possible—to benefit the City and its People.

Let the main thing today be this:

We are here to stay—to stay as long as Roanoke exists as a City. We believe this City is only at the threshold of its career as one of the great and prosperous communities of its section. We are growing confident for its development just ahead. We are on the ground to foster that development—and to grow with it.

We want to give the People of Roanoke—

**The Best Electric Traction Service,
The Best Electric Lighting Service,
The Best Electric Power Service,**

commensurate with the demands of a City of its size and progressiveness, to be found anywhere.

To do this we want the CO-OPERATION of the People of Roanoke. To every Business Man and every Homeholder in Roanoke we have a plain business proposal to make. We want careful consideration of that proposal. We ask fair and square treatment on that proposal—and we GUARANTEE A "Square Deal" on our part.

Electricity Talks

NOTE—Each day you will find here something new on the street railway and electric lighting situation and its relation to the People of Roanoke. This will interest YOU. Watch for it—Read it—Ponder it. Our constant endeavor is to serve the best interests of the public.

ROANOKE RAILWAY & ELECTRIC COMPANY.
By J. W. HANCOCK, General Manager.

trical service in Roanoke and to help build up the community—how much money it had invested for this purpose, and how that money had been spent, what its plans for the future were and how it purposed to conduct its business—emphasizing the fact that it could not be put out of any branch of the business it had undertaken to conduct, but that it was on the ground to stay and was determined to treat all fairly and honestly and alike. Each Talk was new and different from its predecessors,—they were not allowed to become monotonous or uninteresting. Of course salient points were repeated frequently and driven home by steady hammering so that there should be no misunderstanding or forgetting of them.

No attempt was made to color in the slightest degree the statements made. Each Talk was a plain statement of

facts, attractively printed, easy to read and easy to comprehend. There was no equivocation. In a foot note the people were urged to read and ponder the facts presented. The company soon had abundant testimony that they were doing so. Its "Electric Talks" by the end of the first week had become the talk of the town. Everybody was talking about them. People began to write letters to the newspapers about them. Some berated the company. Others took its part against the fault finders. Each of the papers in time came to print editorial articles commending the company for its adoption of a policy of publicity and for its open and fair way of dealing with the public. For the three months of its duration the campaign was the most talked of thing in Roanoke.

Electric Talks

No. 20.

ALL comparisons are NOT odious. Let us give you one that we think is creditable—and then see what YOU think of it.

In the last six years this City of Roanoke has grown some. In that time the Municipality has had to make improvements in keeping pace with that growth. It has made many minor betterments from year to year which have been met by its regular revenues (from taxation) and by local assessments on the property directly benefited. These may be summed up as the regular increase in the cost of maintenance.

But besides this the City Government has appropriated:

For street improvements	\$275,000.00
For sewer improvements	100,000.00
For the Fire Department	25,000.00
Total	\$400,000.00

These expenditures have been met, or are to be met, by the proceeds of the bond issue of January 1, 1915. They may be termed expenditures for extraordinary improvements, outside of the regular cost of maintenance.

YOU know how much fuss and pother there was over that bond issue. YOU know that many people feared it would burden the City unjustifiably—would cripple its finances. YOU know whether YOU favored it.

But YOU can have no doubt now that the improvements it is securing will be of lasting benefit to Roanoke.

Those are the only extraordinary improvements authorized by the City since 1900—yes, since the bond issue of 1891. But they make a creditable showing.

Now, since 1900 the Roanoke Railway & Electric Company has spent for extraordinary improvements, outside of the regular cost of maintenance, the sum of \$360,775.80. Furthermore, its directors have authorized the expenditure of \$108,000 more, just as soon as the additional new equipment can be procured by the manufacturers.

No wonder we figure up the total amount:

Improvements made since 1900	\$360,775.80
New improvements authorized	108,000.00
Total	\$468,775.80

Here, then, is our comparison:

FOR EXTRAORDINARY IMPROVEMENTS	
Authorized by Roanoke Railway & Electric Co.	\$468,775.80
Authorized by the City of Roanoke	400,000.00
Difference	\$ 68,775.80

In other words, this company in the last six years has authorized the expenditure of \$68,775.80 MORE THAN THE CITY OF ROANOKE for extraordinary improvements. Those are the exact figures.

There has been no fuss and public outcry about the appropriation of its \$468,775.80 by the Roanoke Railway & Electric Company. The directors simply voted the amount called for, and the money is spent to give the People of this city the BEST POSSIBLE SERVICE.

What do YOU think of this showing?

Does it disclose a niggardly policy on the part of this company? Or does it bespeak a policy of public spirit and a genuine interest in the welfare of this Magic City of Virginia?

NOTE—Each day you will find here something new on the street railway and electric lighting situation and its relation to the People of Roanoke. This will interest YOU. Watch for it—Read it—Ponder it. Our constant endeavor is to serve the best interests of the public.

ROANOKE RAILWAY & ELECTRIC COMPANY.
By J. W. HANCOCK, General Manager.

At the outset the proprietor of one of the newspapers had been doubtful about printing "Electric Talks"—had feared that to do so might compromise him with the people or that the company would seek to dictate the editorial policy of his paper. He watched the "copy" for the ads assiduously for the first few days and when he saw what the company really was doing he was the most surprised man in the city. And his surprise continued to grow. After the campaign had been running about a fortnight he said one day:

I want to tell you that these "Electric Talks" are not only doing your company a whole lot of good, but they are doing this town good. Why, it's a campaign of education that you're giving us. You're teaching the people of this city a whole lot of things they never knew before, and things they ought to know. You certainly are giving us a right fine line of talks—and it is the best advertising this city of Roanoke ever had.

A few days later this same editor said that the "kicks" against the Railway & Electric Company, made every day by people coming into his office had practically stopped.

The counsel for the company when he learned that the manager had decided on a Publicity Campaign said simply that it would be throwing a whole lot of money away. Before the first month was up he had changed his mind about it and was glad to admit that he had been mistaken completely in his forecast. He said:

I am convinced that this is the finest thing for the company it ever undertook. There is nothing so telling as the constant steady pounding, day after day, and the people of this city simply have got to hear and understand our side. You're making

friends for us every day. But aside from that, I can take the facts you are printing in these "Electric Talks" and the fact that they have been printed in the newspapers of Roanoke before a jury in any damage suit against this company, and I honestly believe that before the year is ended I can save the company thus, in decreasing the verdicts for damages, more money than the total cost of the campaign.

The most progressive business men of the city soon saw something of the advantages accruing to the company from this kind of advertising and some of them were prompt to copy the idea, on a smaller scale, for their own advertising. Mr. L. E. Johnson, president of the Norfolk & Western Railway, whose headquarters is at Roanoke, in speeches before the Roanoke Chamber of Commerce and other civic bodies was emphatic in expressing his appreciation of the progressiveness of the Railway & Electric Company in conducting a Publicity Campaign, repeatedly and untiringly urged publicity for every project and association in which he was interested, and when a big strike was threatened by the employees of his road justified the faith that was in him and actually succeeded in gaining the sympathy of the public and averting a strike by copious publication of the railroad's side of the controversy in the local newspapers. And he was frank enough to give the credit for this happy outcome to his adoption of newspaper publicity.

Throughout the campaign the rival company was never mentioned in the "Electric Talks." These told what the Railway & Electric Company was doing, explained its aim, purposes and methods, and when accident inter-

Electric Talks

No. 39

"The larger the market, the lower the price" is a fallacy of the old political economy.

But there are many people in the world who do not yet know that it is a fallacy. There are some people who do not know it right here in Roanoke.

We have been telling you in the last two of these "Electric Talks" the rates charged for electric lighting and commercial power service in various cities throughout the United States having about the same population as Roanoke.

Today we wish to bring to your attention the prices of electricity in the largest cities of the country. We have grouped together some twenty of these cities, each of which has a population, according to the latest enumeration, of more than 200,000. These figures have been obtained in every case direct from the electric companies themselves, and therefore are correct—the prices which are charged in these cities today.

The following table, then, shows the kilowatt rate on residence lighting, on business lighting and on motor power:

Name of City	Residence Lighting	Business Lighting	Power
Albany, N. Y.	12.00	18.00 (with demand)	10.00 to 15.00
Albuquerque, N. M.	12.00	18.00 (with demand)	10.00 to 15.00
Chicago, Ill.	12.00	18.00 (with demand)	10.00 to 15.00
Cincinnati, O.	12.00	18.00 (with demand)	10.00 to 15.00
Cleveland, O.	12.00	18.00 (with demand)	10.00 to 15.00
Dayton, O.	12.00	18.00 (with demand)	10.00 to 15.00
Des Moines, Ia.	12.00	18.00 (with demand)	10.00 to 15.00
Indianapolis, Ind.	12.00	18.00 (with demand)	10.00 to 15.00
Kansas City, Mo.	12.00	18.00 (with demand)	10.00 to 15.00
Los Angeles, Cal.	12.00	18.00 (with demand)	10.00 to 15.00
Memphis, Tenn.	12.00	18.00 (with demand)	10.00 to 15.00
Minneapolis, Minn.	12.00	18.00 (with demand)	10.00 to 15.00
Mobile, Ala.	12.00	18.00 (with demand)	10.00 to 15.00
New Orleans, La.	12.00	18.00 (with demand)	10.00 to 15.00
New York, N. Y.	12.00	18.00 (with demand)	10.00 to 15.00
Philadelphia, Pa.	12.00	18.00 (with demand)	10.00 to 15.00
Pittsburgh, Pa.	12.00	18.00 (with demand)	10.00 to 15.00
Portland, Me.	12.00	18.00 (with demand)	10.00 to 15.00
San Francisco, Cal.	12.00	18.00 (with demand)	10.00 to 15.00
St. Louis, Mo.	12.00	18.00 (with demand)	10.00 to 15.00
St. Paul, Minn.	12.00	18.00 (with demand)	10.00 to 15.00
Seattle, Wash.	12.00	18.00 (with demand)	10.00 to 15.00
Wash. D. C.	12.00	18.00 (with demand)	10.00 to 15.00
Wichita, Kan.	12.00	18.00 (with demand)	10.00 to 15.00

Note—Rates may vary with class of contract, being applied to 1000 or 2500 watt power, etc.

If YOU are now using our current for light or power compare the price YOU are paying with those in the above table. YOU can see for yourself that our price is lower than any of them. As a matter of fact the present prices charged by the Roanoke Railway & Electric Company are the LOWEST IN THE UNITED STATES.

When we reduced our prices last October to the present, unheard-of basis we did so to show our customers that we would not permit them to suffer financial loss by reason of their patronage of us.

With these figures before you, we ask YOU to decide for yourself whether we are abiding by our GUARANTEE of a "Square Deal" to the People of Roanoke on the business we transact.

Edison Light—Right Light

NOTE—Each day you will find here something new on the street railway and electric lighting systems and its relation to the people of Roanoke. This will interest you. Watch for it—don't miss it. Our constant endeavor is to serve the best interests of the public.

ROANOKE RAILWAY & ELECTRIC COMPANY.
By J. W. BAFFOCK, General Manager.

ferred with its service explained such accident and told what the company was doing to remedy the difficulty and to prevent its recurrence. The whole subject of prices was threshed out in detail, but the very existence of the rival company was ignored. At first and for several weeks the managers of the concern were alert for anything that might savor of attack, and a considerable part of the public also was equally alert. But they waited in vain. Gradually the rival company began to see the tide of the electric lighting business turn toward the older company, and before the middle of the second month of the campaign that rival company had been brought to terms.

As direct results of the campaign, and in spite of cut-throat competition

and the worst series of accidents and breakdowns in the history of the company (wires broke, engines gave out, boilers sprang leaks faster than they could be repaired, armatures burned out, and for two or three weeks together the service was badly interrupted and faulty) the company not only gained the friendship of all the newspapers of the city and the good will of a host of people who, in their misunderstanding of its true position, were inclined to be hostile critics, but also began to receive more new business than it had facilities for handling. Its lighting business is growing now faster than ever before in the eighteen years of its history—is growing so rapidly that the directors of the company, to meet the increased business, have authorized the expenditure of a

Electric Talks

No. 42

Cherished delusions are hard to dispel.

One such is the popular belief that the prices charged for electricity by companies whose plants are operated by water power are lower than those of steam plants.

We have been giving you facts and showing you figures gathered from both kinds of concerns in all parts of the United States in order to let you see for yourself whether this is so.

In the last two of these "Electric Talks" we have shown you the prices charged by companies operating water-power plants in forty-five cities, scattered through twenty States of the Union—South, North, East, and West.

Some of these prices are considerably higher than the old rates charged by the Roanoke Railway & Electric Company. A few are a trifle lower than those old rates.

Let us do a little figuring and strike an average in each class of business tabulated for each of these forty-five cities.

Here is the result:

Averages of kilowatt rates for forty-five cities (water-power plants only): Residence lighting, 13.5 cents; business lighting, a range of 13.2 cents to 7.6 cents, according to the quantity of current consumed; motor power, a range of 8.7 cents to 3.7 cents, according to the quantity of current used.

Some people profess to think that the Roanoke Railway & Electric Company charged exorbitant prices for its current before competition reduced the rates to the present LOSING BASIS. Those old rates (and, by the way, we have no idea of ever returning to them) were, by the kilowatt: Residence lighting, 12 cents; business lighting, a range of 12 cents to 6 cents; power, a range of 10 cents to 3.5 cents, according to the quantity used.

Make your own comparison and judge for yourself whether our prices were "exorbitant."

Then compare the prices and the average of the prices charged by the forty-five leading water-power plants in the United States with our present rates.

We are in this business of furnishing electricity for light and motor power in Roanoke TO STAY. We want this business to grow and prosper. If YOU are not now our customer, we want YOU to become our customer. We are determined to provide the BEST POSSIBLE SERVICE.

On all the business we transact we GUARANTEE a "Square Deal" to the City and the People of Roanoke.

Are we "making good" on that guarantee? or not?

That is the one question for you to answer

Edison Light—Right Light

NOTE—Each day you will find here something new on the street railway and electric lighting systems and its relation to the people of Roanoke. This will interest you. Watch for it—don't miss it. Our constant endeavor is to serve the best interests of the public.

ROANOKE RAILWAY & ELECTRIC COMPANY.
By J. W. BAFFOCK, General Manager.

quarter of a million dollars for the immediate building of a complete new plant. A new site has been bought and the plans are about completed for the new power station, which is to be rushed to completion as rapidly as possible.

Meanwhile, a satisfactory agreement has been reached with the rival company to buy current from it for the excess lighting load until the new plant of the old company shall be finished and ready to operate. Everybody connected with the Roanoke Railway & Electric Company is not only satisfied with the results of the campaign, but surprised that its benefits are vastly larger, more direct and more pronounced than even they had hoped for. What the most intelligent and progressive people of the city thought of the campaign can be shown best by the following letters, which were given voluntarily by the proprietors of the daily newspapers:

ROANOKE, VA., Feb. 27, 1907.

THE C. W. LEE COMPANY,

DEAR SIR,

As your Mr. Harris is about to close his advertising campaign in behalf of the Roanoke Railway & Electric Company I take this occasion to say a few words regarding his work. The campaign was inaugurated in November last and with the exception of a brief holiday vacation each day's issue of our papers has contained

something new and encouraging to our people and something directly beneficial to the company. The open manner in which Mr. Harris has dealt with the public has in large measure allayed prejudice and has placed the Roanoke Railway & Electric Company in a strong position. The people now know, as they never knew before, what the company has done and its aims and purposes for the future. "Electric Talks" have been commented upon in a most favorable manner by the people of Roanoke and demands for copies of our papers containing them have come from a number of cities.

Personally Mr. Harris has by his many admirable qualities won the high regard of all those with whom he has been associated.

Yours very truly,

M. H. CLAYTOR,

Proprietor The Roanoke Times and
The Evening News.

TO WHOM IT MAY CONCERN:—

The advertising campaign of "Electric Talks" has been educational in its nature, and in these "talks" Mr. Harris has brought forcibly to the public's mind the power of electricity, what it can and will do, and has been instrumental in strengthening the interests of the company with patrons in this city.

Our dealings with Mr. Harris have been very agreeable in every respect.

Very truly,

WORLD PRINTING COMPANY,

J. H. DOOLEY, *President.*



SELLING FLAT IRONS

By CHAS. WOODWARD.

“ONCE used, always used,” is the slogan that should go with any campaign to sell electric flat irons or any other electric household appliance. I have found that the best way to sell electric irons is to put them out on a 30-day trial offer. After showing a woman how to use an electric flat iron and illustrating all its useful and convenient features, if you tell her that she can return it at the end of 30 days if it is not satisfactory, she will almost invariably be glad to try it. But it is always necessary to go around in about a week to see how she is getting on with the new iron, because she may have trouble in regulating it, or it may not be heavy enough. And what is more, if you get your customer perfectly satisfied with the iron the chances are that she will pay you then and you won't have to wait 30 days.

By following this method you will find that every iron sold helps sell another one. A satisfied customer with an electric iron is like a child with a new toy. She shows it to every one who comes in. She talks about it at card parties, teas and church socials. One woman will be telling how tired she is after a hard day's ironing. Then the booster will assert herself:

“Oh, Mrs. Jones, Mrs. Jones! You

must get one of those new electric flat irons. I did my ironing to-day with one and I am not tired a bit.”

The merits of the iron are then discussed before a room full of women. The next morning Mr. Iron Man gets a telephone call:

“Hello! Are you the firm that sold Mrs. Jones a flat iron last week?”

“You are? Well, how do you sell them?”

“On a 30-day trial offer? And you don't have to pay for one until you have tried it a whole month?”

“Well, this is Mrs. Smith—Mrs. John Smith of 27 Hill Terrace. Will you send me up one on that condition?”

And there is your ball started. You will find that every iron sold will sell ten others in the course of the next three years. This is not an exaggeration but a tried-out fact.

Another important thing is to see that the solicitor has confidence in the iron he is selling. If the salesman believes that the iron he is selling is the best one made, he will seldom fail to make a sale. When I was selling irons I could not tell a man that I had the best if I did not believe it.

Early in the year is the best time to begin to canvass for customers. You won't sell many irons at that season but you will get a working start for the spring and summer

season when the orders ought to come easiest. By getting an early start you will be able to get the sales coming your way at a great rate.

No other make of flat iron will be good enough for those who have seen or heard about your iron in their neighbors' homes. People say, "I want the kind Mr. Jones sold Mrs. Smith." And they mean it.

It was largely on account of the above reason that I was able to outsell a competitor last summer who was putting out an iron that cost fully a third less than the one I sold. This was a big difference but I had obtained such a lead and such a reputation through the sale of my irons that

the sales of the cheaper iron were reduced to a minimum in comparison with mine.

In pushing a flat iron campaign I found that a collector, repair man for the lighting company or the wire man of a contracting firm could do more personally than all the other men connected with the company. If you are advertising your irons in the newspapers and through circular letters, your electric light customers will begin to enquire from these men about the irons. If the men are posted and boost the flat iron, and the iron you are selling is a reliable one, pretty nearly every woman who asks about it will begin laying plans to buy one.

LIGHT IN A PANIC

IN the gas field there is a magazine called *Light*, devoted to the commercial advancement and development of the gas business. *Light* is showing the gas man how to sell more gas, and is a strong factor in the recent commercial awakening of the gas fraternity.

In the February issue of *Light*, there appears an article entitled "Selling Appliances," in which this magazine is quoted at some length, and an appeal made to the gas men to rally to the defense of their industry.

Light takes fright at the activities of SELLING ELECTRICITY, and calls out: "Cannot the gas man see for himself that this sort of active, energetic work on the part of SELLING ELECTRICITY and station managers in the electrical field makes

more necessary than ever the conduct and maintenance in the gas field of a magazine like *Light*?—one that will disseminate ideas, thoughts and suggestions in the important field of selling gas?"

We have succeeded better than we had hoped. We have succeeded in arousing in the gas men a healthy respect for our magazine. If the gas industry is afraid that SELLING ELECTRICITY will educate electric light managers to a point where they are more dangerous than ever before, it would seem as though every central station manager and solicitor in the country should be a candidate for such educational process. The moral is obvious—subscribe to-day. Send in your dollar for SELLING ELECTRICITY. Now.

IDEAS FROM EVERYWHERE

The Best Thoughts on Business-Getting Abstracted from the Electrical Press
and Business Magazines.

The following exchanges are being carefully watched for business-getting
ideas worthy of reproduction

Central Station
Electrocraft
Electrical Age
Electrical Review
Electric Traction Weekly
Electrical World
Western Electrician

Brains
Business Man's Magazine
Inland Printer
Judicious Advertising
Profitable Advertising
Salesmanship
System

Gas Light Journal
Journal of Electricity.
Light
Progressive Age
Public Service
Street Railway Journal

ELECTRICAL AGE.

The *Electrical Age* for February continues to show progress towards the practical. An article entitled "Electric Signs in New York" gives in detail the plan of the United Electric Light and Power Company of that city for putting out so-called "free" signs. The plan described, we understand, is the usual one adopted for securing this class of business, and is more or less well known to the central station fraternity.

In connection with this article, a particularly interesting wrinkle is mentioned. Some months ago the company issued to each of its employes a note book of convenient vest pocket size, accompanied by a letter in which request was made that the recipient jot down anything he might see which would be of interest to the company, either in the way of new business or defective service. The direct results traceable to this scheme amounted to approximately 2,000 16 cp. equivalent increased load, but this, as can be readily understood, constitutes but a small percentage of the actual benefits derived in the way of improved services, increased satisfaction among customers, and a general development of loyalty on the part of the employes.

ELECTRICAL WORLD.

Under the caption "Central Station Sales of Current," the *Electrical World* of Feb. 2nd, prints several papers read before the recent Northwestern Electrical Association's Convention at Chicago.

An article describing the exhibit of the Oklahoma Gas & Electric Company of Oklahoma City, which occurred in November of last year is also given prominence. If one may judge from the excellent photographic reproductions which accompany the all too brief description, the exhibit must have been very valuable as educational advertising.

One of the "Letters on Practical Subjects" in the same issue should serve as an excellent warning to power solicitors. Mr. Thomas K. Bowne of Cincinnati describes the efforts of a so-called power "expert" to persuade him to install \$1,100.00 worth of motors to save an estimated \$114.40 per year on cost of power. Figuring 5 per cent. interest and 5 per cent depreciation on the new equipment, one arrives at a saving the absurdity of which should have prevented the "expert" from submitting his figures.

An article on practical electrical decorations offers some suggestions on temporary installations for ballrooms, etc.

ELECTRICAL REVIEW.

Under the title of "Central Station Systematizing," the *Electrical Review* of February 2nd, devotes a page and a half to the danger of too much system. The article can be summed up completely in the following two paragraphs with which the fifth column concludes:

"Have a system.

"But don't let it run you."

* * * *

The importance of an efficient and well-arranged display room at the central station and the fruitlessness of a slipshod one is the text of an illustrated story in the February 9th issue of the *Review*. The idea is brought out that the display room pictures to the public in the most convincing way the convenience, safety and utility of electricity in the home. Electricity being a great mystery even to those who know most about it, it is natural that there should be considerable doubt and some fear in many homes regarding its use. The display room is offered as the best way of educating the public rightly.

The illustrations and the subject matter dwell particularly on the difference between the good and the bad display room. A lot of electrical junk, says the writer, when piled indiscriminately on a table will not secure the desired interest and attention from the public.

* * * *

Nowadays, politeness is generally assumed to be as necessary in dealing with people over the telephone as in meeting them personally, but the *Review* of February 16, in its business-getting department, takes the question up seriously again and emphasizes the importance of employing clerks at the central station who will be guided by principles of common courtesy in talking with customers over the telephone.

"The Cost of A Grouchy Telephone Clerk," is the title of the article which, perhaps, can be best judged by a glance at the opening sentence: "If you have the colossal, dazzling effrontery to doubt the all-around purity, probity and perspicacity

of the average telephone clerk, ask him about it."

* * * *

The price of successful advertising lies largely in never letting up," says the February 23, number of the *Review*. Persistence and a fixed, culminative advertising policy are the points urged for successful electric advertising.

In the wake of this sort of advertising must come the solicitor, explains the writer, to reap the harvest; but the solicitor who reaps the result of the advertising campaign must be a man who thoroughly knows his business. The crop cannot be reaped by a solicitor who does not know every last argument that the advertising has set forth.

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THE CENTRAL STATION.

"There is hardly a business but can use an electric sign to advantage," says Mr. E. A. Mills, manager of the sign department of the New York Edison Company, in an article on "Developing The Electric Sign Business in New York" in *The Central Station* for February. While every storekeeper may not be able to afford a large block letter sign, Mr. Mills explains that there are numerous smaller types of signs, such as the panel sign and others, which can be operated very economically and which can be changed from time to time to suit the business of the owner.

In the past Mr. Mills declares that the development of the use of the electric outdoor sign has rested more with the public than with the central station. In the inauguration of a sign campaign by an electric light company he says that the most potent factor is the use of such signs by the company itself on all its offices and buildings and at other suitable points. Besides the use of live solicitors who are thoroughly familiar with all phases of the sign situation, he advises high class newspaper advertising and a follow-up system of letters. These letters should have in all instances the general outline of a personal letter so as to give the merchant or other prospect the impression that he is being considered individually.

The illustrations that accompany the article are interesting and attractive examples of New York sign installations, but we fear that central station managers in the smaller cities will feel that they are, as examples, altogether too large and expensive for practical application outside the metropolis.

* * * *

In an article reprinted from the *London Electrical Review*, the February *Central Station* gives some very valuable pointers for the electrical solicitor who must work in competition with acetylene. Briefly summarized, the points of disadvantage in acetylene systems of lighting are four—odor, heat, trouble with dirt clogging burners, and danger from leakage.

The odor, says the writer in the *Review*, is so objectionable that it is desirable, if not actually necessary, to store carbide at some distance from any occupied building after the hermetically sealed package in which it is purchased has been opened. In speaking of the heat, it is pointed out that one pound of carbide gives off 753 b. t. u. during decomposition and unless sufficient water is used, this heat may become extremely dangerous. Even the most approved apparatus and burners do not overcome this danger and the annoyance due to dirt. It is said that no matter how carefully designed, the burners will become clogged with soot or dust, and cleaning is difficult. Last, but by no means least, among the demerits of acetylene, the English writer considers the danger from leaks. If the acetylene is purified to an extent making it unobjectionable in odor, the danger from leakage increases. Only about 3.5 per cent. forms an explosive mixture, whereas ordinary illuminating gas does not explode in a mixture of less than 6 per cent. The ignition point of a 3.5 per cent. mixture of acetylene, furthermore, is only 896° F., making a glowing cigar sufficient to cause a great deal of damage.

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WESTERN ELECTRICIAN.

In the *Western Electrician* for February 2, under the department headed, "Selling Electricity," which appears from time to

time in that publication, was the article on "Outline Lighting," by Homer Honeywell which was read at the January convention of the Northwestern Electrical Association in Chicago. As the paper was reviewed in last month's issue of this magazine and has also appeared in most of the other electrical papers, further comment on it is unnecessary.

* * * *

ELECTRIC TRACTION WEEKLY.

The *Electric Traction Weekly* gives a page and a half in its issue of February 21st to "The Publicity Campaign at Roanoke, Va.," reproducing a number of the advertisements and commenting very favorably upon the campaign.

* * * *

JUDICIOUS ADVERTISING.

Judicious Advertising finds much to praise in two samples of electrical advertising from Philadelphia. One was the December number of a little monthly bulletin gotten out by Mr. H. K. Mohr for the Philadelphia Electric Company.

"The Philadelphia Electric Company is not so slow," says the ad critic. "They do good advertising. Their December *Bulletin*, the fourth number of a little magazine, deals specifically with Christmas presents. At first thought there does not seem to be much that a public service company would have to offer in this line, but a perusal of *The Bulletin* throws considerable light. Electric contrivances for the home are so numerous and so useful that to read about them is fascinating. At least the writer of this 'copy' makes them so. *The Bulletin* is exquisitely printed and is attractive in every detail."

The other was a second sample of Christmas electrical advertising—*Paistery*, a little bulletin issued by the H. T. Paiste Company, manufacturers of electrical supplies in Philadelphia. Of it *Judicious Advertising* says:

"The December issue shows a Santa Claus passing through a brilliantly lighted street and evidently not displeased with modern electric lighting. The booklet is the size and shape of the ordinary railway folder. The contents are a refreshing

change from the dead level of manufacturers' catalogues. Everything is illustrated with half-tones, of course, but the maker of this catalogue did not stop with that. The goods are actually described in terms that can be understood, and the uses to which they may be put and the reasons why they serve their purposes better than former styles are set forth convincingly. A study of this bulletin is commended to manufacturers who are content with printing nothing but illustrations and prices in their catalogues."

* * * *

BRAINS.

The leading article in *Brains*, for February 2, the paper for retailers and advertisers, is entitled, "Hints to The Man Who Writes His Own Ads," by George P. Parker. As the problem of the local merchant and the central station manager in their efforts to reach the public through advertising is in many ways the same, some suggestions made by Mr. Parker may be considered with profit by the electric light man.

The first thing to be done is to study the article offered for sale, says Mr. Parker, with a view to learning just how and why it ought to benefit the purchaser. Study the class of people it is desired to reach is the next suggestion. "What arguments would be likely to appeal to this class? Do they spend their money readily and often?"

Having answered these questions, Mr. Parker advises a close study of the ad itself, its size and the position it is to occupy in the paper. He believes that it should be inserted every day, if possible, and that it should be enlarged during those seasons of the year when conditions are most favorable to the securing of new business, and reduced when the season of the year or other conditions are adverse to the securing of best results.

On writing the advertisement, he says:

"The individual points—points to which no similar article can lay claim—are the ones which will give the ad the greatest selling force. Of these select the strongest, arrange them logically, and write explicit

copy embodying them. If a cut is used, make the copy apply exactly to it. In writing use words and phrases that are easily understood by all and yet are not childish or weak. Make the descriptions clear, crisp and concise, but do not sacrifice argument to brevity."

* * * *

Brains, reprinted last month a number of samples of what it thought good examples of electric and gas advertising. Here they are:

"Display your goods by night as well as by day. Make the dark corners of your store bright and attractive. Your customers like to see what they are buying, and a brightly illuminated store adds confidence to their purchases. Inside electric lights, outside electric signs help your store pull trade. Get particulars now."—Pueblo & Suburban Traction and Lighting Company.

"The cleanest, handiest, cheapest fuel. Don't be a slave to your old kitchen stove when you can be a master of a gas range. Cooking with gas is the modern way of living.—it saves money, time, worry and work. Get a gas range. Come in and let's talk it over."—Fresno Gas Company, Fresno, California.

"Save your eyes by using good strong light. We can tell you how to do it and the expense will be much less than the benefit if you let us do the electric wiring and furnish perfect globes, shades and fixtures."—Fargo Electric Company, Fargo, N. D.

"Gas light has a clear quality that illumines every object that comes within its logical radiation. It shows up all kinds of merchandise to the best advantage and brings out the colors in a way that rivals sunlight. The best light at the least cost."—Lebanon Gas & Fuel Company, Lebanon, Pa.

In commenting on some further ads not quite so successful, the editor lays down the following, which is equally applicable to the electric field: "Gas advertising should convince people that gas is really a convenience and a necessity"

THE MONTH IN THE FIELD

News Items of Interest to Central Station Business-Getters

NOVEL RAILWAY SIGN.

An electric window ad which holds up thousands of people every day in Chicago is in the window of the Erie Railroad ticket office on Clark Street. It is a big road map of the Erie upon which red and white electric light bulbs mark the position of each important city. The red lights indicate those cities through which the Erie maintains sleeping-car service. From each light a string extends to a bit of paper pasted on the window. This bit of paper gives the fare from Chicago to the city marked by the light.

* * * *

NO VANDERBILT SENTIMENT.

"I regard the creation of good feeling between the public and the corporation as the keynote of our success in the future," said President J. L. Richards of the Boston Consolidated Gas Company to the heads of all the departments in the company at a dinner which was given him before his recent departure for a vacation of four months in Europe.

* * * *

N. Y. EDISON PROGRESS.

A net increase of 1,007,383 16-candle-power equivalents was the record of the New York Edison Company for 1906.

This increase was nearly twice that of 1905 which was 525,670 equivalents. At the close of the year the company was supplying electric current through 66,033 meters to 2,461,261 incandescent lamps, 32,320 arc lamps and 139,168 horse-power in motors. Additional installations of storage batteries, heating appliances and other devices brings the total installation on Manhattan Island alone up to 4,762,218 equivalents of 16 candles.

The net increase for the year was 10,618 customers, 477,590 incandescent lamps, 7,978 arc lamps and 31,483 horse-power motors and other equipment.

ELECTRICITY AT GAS CONVENTION.

They can't get along without electricity even at a gas convention. At the National Commercial Gas Association Convention, held in New York City last month, where considerable money and time was spent to show the superiority of gas over electricity, the Novelty Manufacturing Company of Newport News, Va., used a small motor to demonstrate the merits of the Bargamin Economizer Valve.



* * * *

PROFITABLE CHARITY.

The Union Gas and Electric Company of Cincinnati has been furnishing free gas and electricity to the Relief Committee working among the sufferers from the recent flood of the Ohio River. In addition, the company forwarded Mayor Dempsey of Cincinnati a check for \$500 also to be used in the relief work. This is good advertising as well as good policy.

AN EFFECTIVE WINDOW-DISPLAY

There is no place where the knack of clever window-dressing can be made to give more genuine advertising value than in the windows of the office or display room of the central station. The interesting cut on this page will show that the Quincy Gas and Electric Company of Quincy, Ill., has solved the problem in an effective and striking way.

The value of motion of some kind such as is afforded by a mechanical figure or other device that will catch the eye has long been known. But the difficulty has been to connect the moving object or display in a logical manner with what is to be sold. This the Quincy Company has accomplished by installing in its office windows a complete miniature electric railway with track, trolley car, power house, bridges, a water course and a number of toy houses. The whole display is made to represent an electric city. Even the miniature residences are lighted by electricity, and the moving trolley car gives the picture the final touch of life and perfection.

Electricity is what the Quincy Gas and Electric Company wants to sell to the people of Quincy, and electricity is the thing demonstrated in the window. In the background of the picture can be seen the portable lamps and other electric household articles of a regular display room.

With such a window the people who are attracted while passing on the street can be trusted to see the desirability of electricity for light and power in their own homes, stores and shops as well as to be interested and entertained by the display.

* * * *

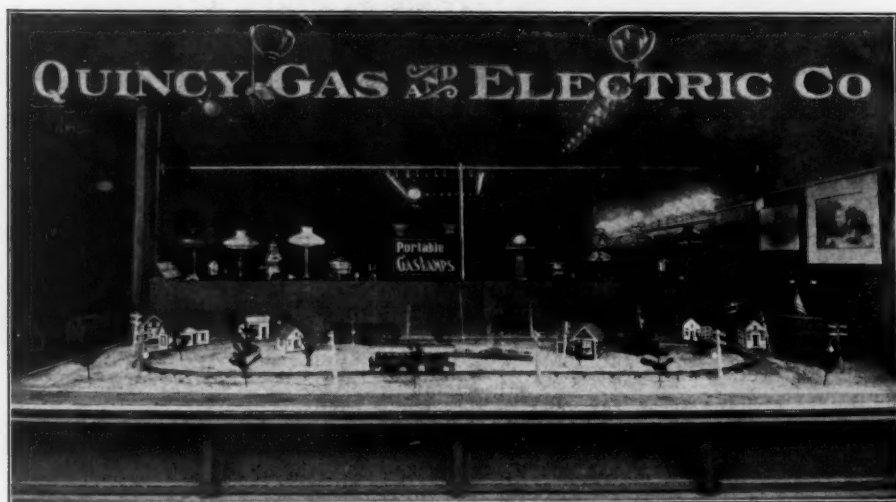
EDUCATING COLLEGIANS.

General Manager Kellogg of Sioux City, Ia., Gas and Electric Company invited the chemistry class at Morningside College to visit the Company's works and study practical methods of making gas and electricity. In company with Professor W. W. Scott of the Chemistry Department of the college and Mr. Kellogg the class was taken through the entire plant and given a half-term's work of genuine knowledge.

* * * *

A GOLDEN ANNIVERSARY.

The fiftieth anniversary of the introduction of gas into Lewiston, Pa., was celebrated by the Mifflin County Gas and Electric Company by the announcement of the reduction of the gross selling rate of gas to \$1.60 per 1,000 cubic feet and a discount of 10 cents per 1,000 on all accounts settled before the 20th of each month.



ENLIVENING A DEAD TOWN.

The net receipts of the Sheboygan Light, Power and Railway Company since Mr. Ernest Gonzebach became vice-president and general manager two years ago, have increased 100 per cent. and the gross receipts about 25 per cent. This indicates Mr. Gonzebach's ability both as an engineer and a business getter. Mr. Gonzebach has now added to his duties the general management of the Greensboro Electric Company of Greensboro, N. C.

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TRUSTS THE PUBLIC.

A post card which the Peoria Gas & Electric Company of Peoria, Ill., sends out to customers whom its meter reader has failed to find at home, shows that this company has made a long step toward establishing confidence in the public mind. The card bears an outline drawing of the four dials on an electric meter with the following message:

"Our meter reader called to-day but could not get in. If you will kindly draw on these dials the positions of the hands of your meter, your figures will be accepted for calculating this month's bill. Either mail the card or leave it at the office."

A note appended to the card helps still further to promote confidence in the accuracy of the meter:

"Read your meters frequently and ascertain definitely what you are using. Don't guess. It is as easy to check your electric bills as your grocery or any other bills. Be systematic."

* * * *

SPECIAL HEATING SERVICE.

A special cooking and heating service will be established by the Edison Sault Electric Company of Sault St. Marie, Michigan. The company will make a rate of 2 1/2 cents a kilowatt-hour for current for cooking and heating. Vice-President William Chandler says that this business

will be made separate from the regular lighting business by the installation of special service wires and separate meters.

The company will also start a public display room where every sort of cooking, heating and lighting device will be demonstrated in order to give practical illustrations to the residents of the city of the superiority of electric service.

* * * *

CLEVELAND COMPANY'S SIGN.

A sign 64 feet in length and 70 feet high has been placed on the Cuyahoga Building in Cleveland, Ohio, by the Cleveland Electric Illuminating Company. It is built entirely on the "groove" method and contains 1,053 lamps. It reads, "The Illuminating Co. Offices, This Building." At each end of the sign is a torch, the flame of which is made up of red, orange and white lamps. These are cleverly manipulated by a flasher to give motion to the flames, making a very effective display.

* * * *

SUCCESSFUL PUBLICITY

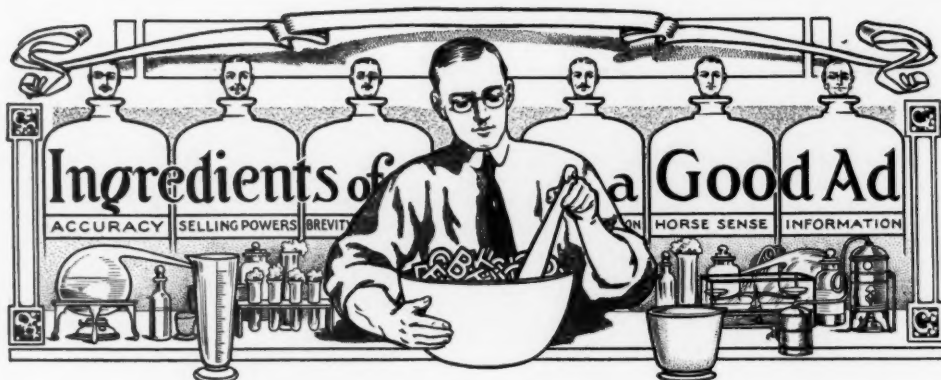
The publicity work undertaken by the Empire State Gas and Electric Association is progressing favorably and articles have been printed in a large number of New York City and up-state papers. Secretary Chapin has a map giving the locations where publicity articles have been printed and this shows that the work has been general throughout the state.

* * * *

ELECTRIC KITCHEN AT FOOD FAIR.

The Narragansett Electric Lighting Company gave a demonstration of electrical cooking and heating devices at the Providence Food Fair, February 11 to 23, in Infantry Hall, Providence. There were a number of clever innovations in the way of advertising in connection with the Fair. It will be described more fully in a later number.





KNOWLEDGE OF THE PROSPECT

By FRANCES NELSON.


WITH the ad man it is never "know thyself" but to-day, tomorrow and forever, it is "know thy prospect."

Get on friendly terms with him.

Don't be any more afraid to give him a hand shake in your ad than you would be if you met him on the street. But never slap him on the back—it's liable to hurt his pride if he's touchy and that is disastrous to sales.

"This is all very well," you say, but what's the use of all this talk about knowing your prospect for an ad's an ad in any case." Sure enough it is, but some times it's a good ad and brings results and some times it's so bad it jolts the public out of a passive into a defensive attitude.

Take this for instance:



YOU WOULD NOT CARE TO LIVE
in the same room with a mule—"Of course not!" you say. Yet all open lights, gas, kerosene oil, candles—consume more oxygen, discharge more carbonic acid gas, than the biggest mule you ever saw. Ever think of light in that light? Fast, nevertheless. What's the remedy? Electric light—at the beginning the middle, the end of the subject of illumination. For further particulars ask us—in person, by mail messenger or phone.
Office and shops 804 1-2 Garrison Ave.

F. M. MASTERS, ELECTRICAL CONTRACTOR

Here is an ad pregnant with an opportunity for argument of appeal yet so little did its perpetrator consider his *prospect* that he defeated his own object. For few men seeing themselves—and always remember that until the copy has proven something else the man or woman depicted in an ad stands for the prospect—few men seeing themselves made ridiculous in a juxtaposition of this kind will go farther and read the copy. They see the picture and they see the words in big type at the bottom and they draw their own inferences.

In the last number of *Selling Electricity* I talked on arguments of appeal—and showed that herein lies the strongest card of the ad man. But it is not the only card. One ace is a fair start in a poker hand—if you can draw two more to back it!

What is this bugaboo that we call a "prospect?" It is the thing behind the argument that makes it worth while. In order to appeal one must have *someone* to whom to appeal. That someone is the "prospect."

So that you might write the finest

kinds of "reasons why" in Greek—note that I said "*you* might"—but the business resulting from such an ad put in one of our daily papers would be—nil. The answer is too simple—the arguments of appeal were perhaps the strongest possible but the prospect was left out in the cold.

This only goes to prove that in all advertising,—whether it be for electricity, sausage, or armlets for a Zulu maiden; whether it be done by personal solicitation or by written word,—the "prospect," that unknown quality which makes advertising necessary, must have due consideration.

This consideration must needs be greatest in successful salesmanship on paper.

Why?

Because in personal solicitation the solicitor has the advantage of seeing how his arguments are being taken. He can "come back" at his man with "clinchers." He can pick out the weak points in his opponent's armour and strike home. He can feel his way and *judge* which points are telling and which ones should be passed over lightly.

All this an ad writer must also do. But he hasn't the tell-tale countenance of his prospect to guide him. He has to go on blindly and his only salvation is knowledge—intimate knowledge of his prospect!

He must have a keen imagination that will make his copy at once universal and individual. It must appeal to one particular reader and it must appeal to all readers.

Difficult?

Of course it's difficult.

That's the reason why so much of the advertising to-day—newspaper and magazine—is not bringing results.

An ad writer ought to know a lot and unfortunately a lot of us don't know much.

The good ad writer learns early in his experience that he can't drive six or seven nails straight with one blow of a hammer.

A first class job requires each nail driven separately.

Now every business has a clientele of mixed prospects—not pickles—though they jump easily up to the 57 varieties. It stands to reason that in any one advertisement, it would be a sheer waste of time, lead and paper, to attempt to reach the entire 57 kinds at once.

It is necessary—for real results—to pick out one individually for *one* ad and then work it for all it is worth. It will be time enough tomorrow to go after another.

Here is an example of what happened to an ad that wanted to kill not two, but three birds at once.



Electrical Light and Power

Furnishes the best, most convenient and safest medium for lighting the home, store, factory or for any purpose where artificial light is needed, or the most practical and most economical power for running all kinds of machinery, elevators or vehicles. We will gladly furnish estimates to cover all cost of installation and cost of supplying current necessary. Every year sees old methods cast aside in favor of electricity. Let us give you further particulars.

THE SEATTLE ELECTRIC CO.
907 FIRST AVE.

The only thing it probably succeeded in killing was sales! It needs a microscope and a half a day off to discover that one third of the picture is a generating station, another third a homely woman beside an electric portable and the last a motor in some

unknown kind of a factory. The copy follows the lead of the picture. It tries to cover every known use of electricity and no sane, living prospect was ever really persuaded to send for the electric man by a mixture like this.

It doesn't take the person who is going to make a success in advertising long to realize that his "prospect", nine times out of ten, is as wise as he is, and that the other one tenth he's wiser.

In other words a sensible grown up prospect can best be reached with sensible grown up copy, not with baby talk.

As we now have that complex individual, "the prospect," on a plane where we can say a few words to him and expect him to have at least a faint idea of what we're talking about, let's get down to business.

But right here we'll have to stop a minute and remember the 57 varieties.

We've learned that we have various kinds of prospect and now we must put this knowledge to practical use. In each of the fifty-seven there is a "type dominant" and that's the person we're after!

We must pick him out and then talk straight at him.

An instance.

If you're going hard after residence business, begin by directing all your artillery on the woman in the home. Make her acquaintance. Get on a friendly basis where you feel that you can drop in to borrow a cup of sugar if you need it. Then when your imagination is "doing stunts" plan your ad. If you've decided to use her picture to illustrate your point, for heaven's sake don't make her so

homely that she'd sour the morning's milk.

Every woman likes to imagine herself a daughter of the gods. Give her a chance by using a picture of a prepossessing woman and get her attention.

That is a good beginning.

Then get down to real reasons and your battle for residence business is auspiciously begun.

But to go further in this same line, take this ad:



AN ELECTRIC CURLING IRON

Is a joy to the woman whose hair needs coaxing to make it curl. Here tofore she has been obliged to use an oil lamp for this part in the preparation of her coiffure, but now the dainty electric curler has superseded that old and primitive method. It is a heating device that should have its place in every home and it is one of the accessories to miladi's toilet that is possible only when the home is wired for electricity. An electric light over the dressing table makes dressing easy.

Send for our representative.

Its strong appeal is to a totally different style of woman than the one pictured in the ad at the top of the next page.

Ad No. 2 makes electricity a thing to be desired by the stay-at-home woman, the woman whose home is her citadel—and whose whole thought, though she may have servants is centered therein.

The first ad on the contrary will perhaps reach and appeal to the daughter of that same woman, who just "coming out" into society will decide that she would like this luxury.



The effect of their united—though often scarcely conscious—effort may so work on the father that he will begin to think seriously of sending for the electric man to give him estimates.

Just about this time perhaps you'll be in a hurry and you'll run an ad like the first one reproduced in this article.

The father sees it.

Whoop—ee!

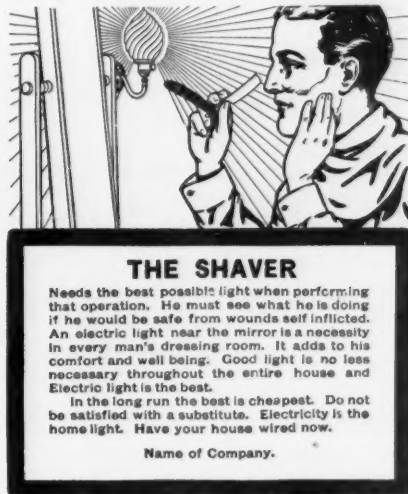
And your prospect has gone back from "an almost closed" to a mere "possibility."

This isn't done consciously. No man sees an ad and says "I won't buy electricity because I don't like the looks of that"

Such a hypothesis is absurd. The attitude is simply the outcome of suggestion. That is why hope remains. And hope is the one real blessing vouchsafed to the advertising man.

One ad may retard a sale but it is a question whether it can ever quite kill a prospect.

So perhaps if an advertisement like this:



comes to the attention of this man's son a few days later, showing him what he already knows and putting it strong, his few words in the family council may change the course of negative suggestion and it won't be long before the contract is closed.

Now this is a concrete example of what is continually occurring in the abstract. It is the way sales are made and unmade.

To the ad man trying to sell residence light, the family is the unit. His appeal to one typical family is an appeal to all. His individualities may change with every ad but the unit must remain the same.

Consequently to be able to write ads strong with arguments of appeal it is first necessary to get a mental introduction to the "prospect." After a speaking acquaintance has become an intimacy the ad man has a basis for an appeal direct, strong and individual.



An illustrated magazine of business-getting for Electric light central stations and electrical men generally, devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by
THE C. W. LEE COMPANY,
54-56 Clinton St. Newark, N. J.
FRANK B. RAE, JR., *Editor*.

Subscription price, One Dollar per year.
Single Copies, Ten Cents.

NOTICE.

Advertisements, Changes in Advertisements, and Reading Matter intended for the next month's issue should reach this office not later than the fifteenth of this month.

Application made at the Newark Post Office for entry as Second Class Mail Matter.

Vol. 1. MARCH, 1907. No. 3.

IT may be well to state that SELLING ELECTRICITY is not one of the "how to" products. We are not telling anybody how to run his business. We are not presuming to know more about each individual problem of each individual central station manager than that manager himself knows.

The object and function of SELLING ELECTRICITY is to present through its pages a record of what is being done in a commercial way and how successful results are arrived at. We are not telling what is being done

in the metropolitan centers, under conditions which cannot be duplicated in more than half a dozen localities, but we are giving the experience of the smaller companies—we are explaining the methods and showing the results obtained in cities of average size, under conditions of average sort. SELLING ELECTRICITY is as valuable to the man in the small hamlet as to the man in a city of half a million.

* * * *

IT will be noted that in this issue we make several departures. Most important of these is the establishment of a department of reviews, wherein the best commercial thought printed in all of the papers is abstracted. These abstracts are not alone from the electrical papers, but are carefully gathered from the business periodicals, advertising journals, gas journals, and such other publications as contain commercial ideas of value to the electrical fraternity.

Everything on business-getting methods which can be adapted to the work of the central station manager, contract agent or solicitor, will appear in SELLING ELECTRICITY. It will not appear voluminously, padded out to fill space as much of this material appears originally, but the husks and non-essentials will be removed and the meat of the matter presented in clean-cut, concise form.

* * * *

WE are just a little bit proud of this issue of SELLING ELECTRICITY. The most casual reader of the three issues so far offered must appreciate that each number has been a distinct advance—each more replete with sound,

sensible information of the sort desired by the central station man.

But we are more ambitious. We desire to absolutely excel. We are working to make this magazine the acknowledged clearing house for whatever is worth while, in a commercial sense, to the business getter in the electrical field.

To that end we solicit co-operation. We solicit items of news, descriptions of practical schemes whereby you have increased your business, straightened out your load curve, developed new or unexpected outlets for your products. We want these items from you, personally—whether you are manager, contract agent or solicitor.

* * *

ATENTION is called to the Solicitors Exchange, announcement of which appears on another page. The object of this exchange is obvious—we are endeavoring to supply central station companies with solicitors of dependable sort; to give men who may be working at a disadvantage in one locality a wider opportunity in another.

Experience has already shown us that the demand for such a bureau exists, and our close connection with the commercial side of the central station industry makes this magazine the logical means of filling the need.

Already some dozen men are registered with us, while fully twice that many lighting companies have appealed to us for solicitors and contract agents. We gladly offer our services to others—free, so far as the companies are concerned; at a nominal fee in the case of men seeking positions.

YOUR AD.

Originality, life, salesmanship — these are the qualities all good ads possess. They are the qualities we particularly ask advertisers in **SELLING ELECTRICITY** to put in their ads. Results are what our advertisers, all advertisers, want. Results are what we make it our business to secure for every advertiser who patronizes this magazine.

The question of the quality of copy in an ad is of more importance than the question of quality of publication in which it is displayed.

A good ad in a dead magazine will pull some but a dead ad is a dead ad, no matter where you put it or how many possible purchasers your publisher may have on his circulation books.

We know that **SELLING ELECTRICITY** has the audience—the central station managers who are looking for new applications of electric current to the home, the office and the factory, and the central station solicitors who are selling electricity and electric appliances direct to the people—to give the advertiser certain results.

The only question, so far as the actual results are concerned, is the kind of advertising talk our advertisers use. Look at one of your ads now. See if it lays down just the sort of selling talk that would interest and convince you if you were one of these central station men. If it doesn't, how can you expect to secure the results you desire in this magazine or in any other magazine?

Your advertisement in **SELLING ELECTRICITY** ought to be your best salesman. We stand behind you in expecting it to sell the goods. But do not send it out on the road until you have given it all the qualities the good salesman should possess.

There is Big Money

In Selling Electricity

if you can sell it. There is big money selling any sort of goods or service—if you can sell it.

We teach men how to sell. We make salesmen.

No matter what you want to sell, whether it be electricity or jewelry or investments or clothes we can help you, because the Sheldon Science of Successful Salesmanship goes down to basic principles.

The art of selling electricity is different from the art of selling other things but the *principles of Salesmanship* are the same in any and all cases. Once those principles, taught by us, are mastered, the art of selling becomes simple.

Our system is complete, practical, rational. It is not mysticism or theory, and it is all taught by correspondence.

It is a science of business-getting and business-building.

Over 80% of our 21,000 Students are veteran salesmen. Many of them are sales managers, proprietors, executive heads of great business corporations.

Hundreds of our Students are in the electrical industries. Read how we helped 28 men in Denver. Mr. Stannard, who writes this letter, is a contributor to *Selling Electricity* this month.

THE DENVER GAS AND ELECTRIC CO.
OFFICE, 405-415 17TH ST.

Denver, Colo., Dec. 20, 1906.

The Sheldon School, Chicago, Ill.

Gentlemen: Please add to our membership of twenty-seven scholars, the name of Mr. D. Roy Pierson. Inclosed you will find check covering his tuition.

Although we have practically finished but half of this course, we feel that we have already more than received our money's worth, and the students, without exception, are recommending this study to all of their friends.

Yours truly,
CLARE N. STANNARD,
Contracting Agent.

Mr. Salesman, do you want to earn more money?

Mr. Salesmanager, do you want to increase the efficiency of your selling force by from 10% to 25%.

Then write today for further information to

The Sheldon School,

1787 Republic Building, Chicago.

In writing to advertisers, mention "Selling Electricity."

Electric Solicitors' Exchange

MEN WANTED—Both Commercial Agents and Solicitors For Business-Getting Departments of Lighting and Power Companies in Various Sections of the Country. A number of first-class places open this Month for Competent men.

749—Power Solicitor Wanted in city near New York. Must be thoroughly experienced in motor work. State experience, references and salary.

750—Experienced Man Wanted to take charge of Electric Heating Appliance Department. Give full particulars and salary.

751—Wanted Experienced Solicitor to build up power business in an Eastern manufacturing city. Only trained men need apply.

752—Southern Syndicate operating several southern properties is in need of one first class power solicitor.

753—Man Wanted, all around experience, by Southern company.

754—Wanted, Competent heating appliance salesman to organize electric appliance department. Give experience and salary.

755—Commercial Agent Wanted by gas and electric company in city of 20,000. Aggressive man to take full charge of a new business department. Good salary and chance for rapid advancement.

INDICATE BY NUMBER THE POSITION
YOU ARE INTERESTED IN, AND ADDRESS
ALL LETTERS TO

ELECTRIC SOLICITORS' EXCHANGE

"SELLING ELECTRICITY"

54-56 CLINTON STREET

NEWARK, N. J.

\$14. A MONTH FOR A SOLICITOR

One that will visit every home and every business office in your city 12 times a year and talk the merits of electricity for light, heat and power.

"Electric Service"

Our little monthly magazine of popular electricity is now employed by 24 central stations. They find it brings them in new customers, and helps interest old ones in all kinds of modern electrical appliances.

We fill it brimful of bright, illustrated articles every month about new and old electric appliances. We print your company's name on the title page and your special ad on the covers so that you can mail or distribute it any way you choose to new and prospective customers.

Give "Electric Service" a chance to make good the same as any other solicitor in your city. It will get business for you.

PRICES.

500 Monthly.....	\$ 9.00
1000 "	14.00
2000 "	13.00
3000 "	12.00
5000 "	10.00

SEND FOR SAMPLES TO-DAY.

The C. W. LEE COMPANY

54-56 Clinton St.

Newark, N. J.



HOLOPHANE ARC

LIST PRICES

FOR 16 C. P. STANDARD LAMPS

No. 54-4 Lights	\$11.65
" 55-5 "	12.40
" 56-6 "	13.15
" 57-7 "	14.00

FOR 40 C. P. GEM LAMPS

No. 64-4 Lights	\$20.80
" 65-5 "	22.10
" 66-6 "	23.40

FOR 22 C. P. TANTALUM LAMPS

No. 74-4 Lights	\$13.55
" 75-5 "	14.50
" 76-6 "	15.45

SOME ADVANTAGES

Can be used where something artistic is wanted.

Can be used where a low ceiling makes an enclosed arc impossible.

Central Stations can loan these clusters the same as they do arc lamps.

They can be used to satisfy a dissatisfied arc customer.

They are unaffected by dirt.

The candlepower and number of the lamps can be adjusted to suit all conditions.

Prices above are LIST and do not include lamps. For discounts and full information, write to

HOLOPHANE COMPANY

SALES DEPARTMENT

227-229 Fulton St.

New York

SELLING ELECTRICITY ADVERTISERS.



THE SORE ONE: "This 'free trial' flat iron proposition is no good. All the irons I put on trial are coming back. I get more kicks than orders."

THE SATISFIED ONE: "Why don't you use AMERICAN 'Steel Clad' Irons? Over 75 per cent. of the AMERICAN Irons I put out are kept and paid for."



THE AMERICAN "STEEL CLAD" IRON IS PRACTICALLY PERFECT



Heats evenly at point and on the Sides.
No heat radiates from Top.
Heating Element instantly Removable.
Durable, Economical, Reliable.
Correct Sizes, Weights and Shapes.
Attractive in Finish.
Practically Indestructible.

WE COURT COMPETITION

AMERICAN ELECTRICAL HEATER CO.

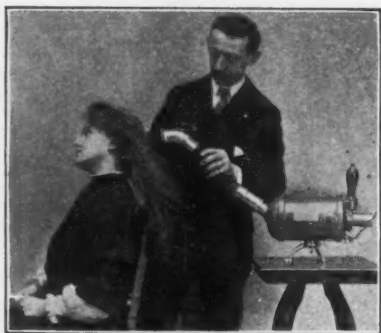
Main Office and Factory, Detroit, Mich.

Branches—

New York

Mexico City

Chicago



The JOS. FALLEH Electric Hair Drier

Put one in your exhibition room and demonstrate its advantages to barbers, hair-dressers and hotels.

As a window-display, the Falleh Electric Hair Drier is one of the most effective means of attracting attention to the advantages of your service. Send for literature.

JOSEPH FALLEH

59 West 21st Street

NEW YORK

ARTHUR A. ERNST

Engineer of Light and Illumination

Telephone, 5202 Broad.

25 BROAD STREET, NEW YORK

SALESMANSHIP

The Magazine for Business-Getters

EDITED BY W. C. HOLMAN

SALESMANSHIP can give any salesman living, pointers on getting business. You need it; your solicitors need it. The price is but A DOLLAR—the value can be measured in thousands.

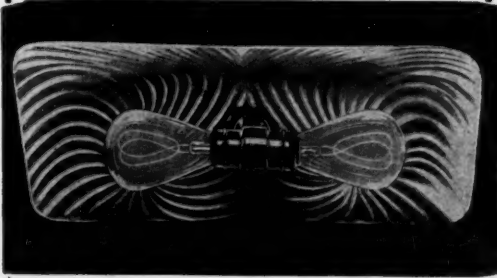
SEND FOR A SAMPLE COPY SALESMANSHIP.

Ellsworth Building

CHICAGO

In writing to advertisers, mention "Selling Electricity."

**A Reflector
THAT WILL
SELL CURRENT
FOR YOU**



The POKE BONNET

The "Poke Bonnet" X-Ray Reflector is built upon the "sectional" idea. Like sectional furniture, "Poke Bonnets" can be employed in combinations to fit every possible requirement of window lighting. They do away with the ungainly, special-made trough. They are always in stock, can be installed quickly by any intelligent wireman and they give better lighting effects.

Further, the Central Station solicitor can give accurate estimate of the cost of any installation, thus being in position to sign contracts without delay necessary in securing quotations on the old style troughs.

From the customers' standpoint, "Poke Bonnet" reflectors are ideal. They give better effect, reflect more light, are readily adjustable and are easily cleaned.

The "Poke Bonnet" will sell current for you because it makes the lighting of display windows a more attractive proposition than ever before.

Let us send you our book on window-lighting. Every central station manager and solicitor should know as much as possible about this proposition. Our book tells some new things.

**NATIONAL
X-RAY REFLECTOR
COMPANY
247 JACKSON BLVD.,
CHICAGO**

**BUSINESS GETTERS
FOR
CENTRAL STATIONS
EUREKA**



Electric Smoothing Irons

**FOR HOUSEHOLD, LAUNDRY
OR WORK-ROOM USE.**

¶No up-to-date Central Station Manager denies the value of the Electric Smoothing Iron as an effective Business-Getter.

¶The question is—which iron is the best? We submit the *Eureka* for your most rigid inspection. In design, workmanship, finish and reliability, it is the acknowledged leader.

¶Send for a sample iron to-day and let us give you our special Central Station Prices. *Eureka* irons are right all through. They give satisfaction to you and your customers.

QUICK SHIPMENTS.

**THE W. J. BARR
ELECTRIC MANUFACTURING
COMPANY**

*Manufacturers of Electric Irons, Curling
Iron Heaters, Coffee Percolators,
Heating Pads, Etc.
CLEVELAND, OHIO*

WE HAVE GOT IT
AND
YOU WANT IT

THE **B-H**
Reliable
Time Switch

A proposition to prove our
claims made to the skeptical.

Write—

The BALLOU-HUTCHINS ELECTRIC CO.

38 WEYBOSSET ST.

PROVIDENCE, - RHODE ISLAND

Nothing New About
The DOW ADJUSTER

It's not an experiment—not a novelty. DOW ADJUSTERS have been on the market for 10 years, and about 150,000 of them are giving satisfaction today.

YOU NEED ONE, YOURSELF

Try one yourself. See how convenient it is. Then you'll know why your customers should have them. You know that a "satisfied customer is the best advertisement," and if DOW ADJUSTERS will help, why not use them.

Sample FREE if you agree to install it in your display room, advertise it in your folders and booklets and show it to your customers.

Marshall Electric Manufacturing Co.
BOSTON, MASS.

COMMERCIAL
ENGINEERING

THE SPECIALIST concentrates years of study to one subject. While the average man of affairs must know and be able to handle many things in a general way, the specialist restricts himself to one detail.

Our specialty is the commercial conduct of public utilities. As Commercial Engineers and Advertising Counsel for electric light and utility companies, we are in position to more speedily, more effectively and more economically solve the commercial and competitive problems in this field than any other concern now existent.

Efficiency in the physical department of a central station is the truest economy. Efficiency in the commercial department is equally an economy—in cases where competition exists, it is an absolute necessity.

We solicit an opportunity to present evidence of our ability to handle commercial problems of any size. We have been successful in cities of 500,000 and in towns of 2,000.

The C. W. Lee Company
Newark, N. J.



ELECTRIC METAL SIGNS

TO SUIT ALL REQUIREMENTS
PURPOSES AND TASTES.....

Today we wish to call attention to our
SIGNS FOR PLEASURE PARKS



They light the way to your amusement and to bigger receipts.

They are an invaluable accessory to every park, adding illumination and cheerfulness.

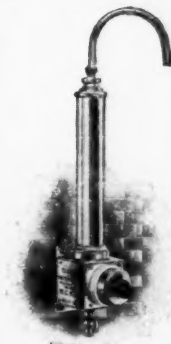
We **SELL** or **RENT** Signs and Letters.

**Haller Machine Company
Sign Works**

319 S. Clinton Street

Chicago

H. C. K. INSTANTANEOUS ELECTRIC WATER HEATER



A thoroughly-reliable continuous flow Electric Heater from which water at any temperature from cold to 200° F. can be drawn. Such a compact sanitary and economical device is just the thing for soda fountains, cafes, hotels, clubs, doctors, dentists, hospitals, barber-shops, manicure parlors and the home.

The only successful competitor of the gas heater which it surpasses in every way.

H. C. K. COMPANY

45 BROADWAY

NEW YORK



Almond

FLEXO DESK LAMPS

FLEXIBLE ARMS FOR FACTORY LIGHTING

The Almond Flexible Arm is a factor in connection with lighting factories, offices and public buildings that you cannot afford to overlook. It brings the light to the work. It can be made a permanent fixture to any machine tool or work bench.

Booklet, prices, etc. on request.

T. R. ALMOND MFG. CO.
83 Washington St. Brooklyn, N. Y.

APR 11 1907

SELLING ELECTRICITY ADVERTISERS.

NOT ONLY MORE BUSINESS, BUT MORE PROFITABLE BUSINESS—

IT is our purpose as Illuminating Engineers to assist central stations in making lighting installations not only more satisfactory to the customer but more profitable to the company.

Many managers of lighting companies harbor the idea that they are interested only in the amount of current that is registered by the customer's meter. But it is not units of energy, but satisfactory illumination which should concern them.

There would be less agitation against public service corporations if the idea of maximum *service* were more widely practiced. The time-worn adage that "a satisfied customer is the best advertisement" is no less true than that a disgruntled customer is the primary cause of adverse legislation. Where hostility against a public utility is manifest, it is the part of wisdom to remove the cause before agitation becomes dangerous.

Our services as Illuminating Engineers may be profitably employed in making lighting installations satisfactory both to the customer and the company. We aim, not to reduce the income from any customer, but to give him such adequate return for his expenditure for current that he will not alone be satisfied but will consider favorably an increase in his installation.

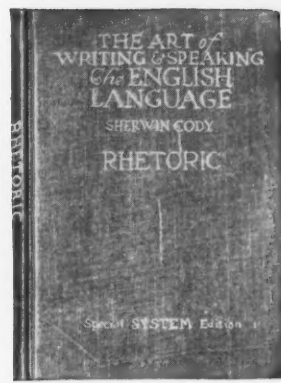
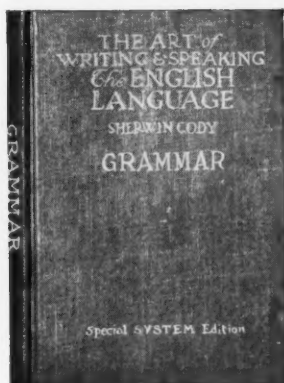
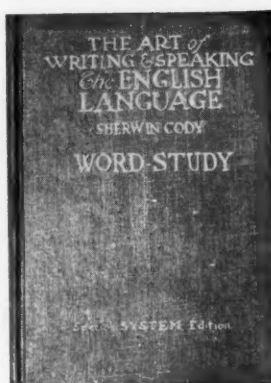
Experience teaches us that in a very large percentage of cases, our services result in immediate and substantial increase in business to the company we serve. In every case, there is an instant and practical return in more favorable public sentiment.

We solicit an opportunity of laying our plans in detail before you.

Engineering of Light and Illuminating Company

25 BROAD STREET, NEW YORK CITY.

In writing to advertisers, mention "Selling Electricity."



Letters That Bring In Money

How to Talk and Write to Win Success

These books teach young men how to write original, forceful letters that win good positions and good salaries;—teach young women how to write entertaining, attractive letters that secure social prestige and a circle of admirers;—teach salesmen how to write convincing letters that sell goods;—teach credit men how to write tactful letters that bring in money and give no offense;—teach correspondents how to write clinching business-bringing letters;—teach stenographers how to master correspondence;—teach advertisement writers how to write strong, “pulling” copy. They form a complete college course in business English—to be read at leisure—to be put in daily practice at once. Many successful men are earning large salaries merely because they know how to state a business proposition clearly, tersely, concisely, forcefully. This set of books comprise the notable Sherwin Cody course in business English complete. Before being published in book form this course sold for \$25.00. Every business man, employer and employe should have this set ready for reference.

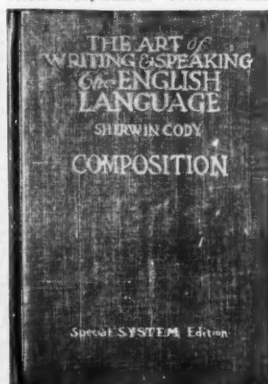
If you want your letters and conversation to have the “vim” and “go” of words that win, if you want to embody in your correspondence and speech that “magic” touch, snap and personality, that sounds a golden echo in your cash drawer—Sherwin Cody’s four little volumes will enable you to do it.

The Study of Words

Never before has the study of words been made so simple, so clear, so concise as in the first of these compact, hip-pocket volumes. The novice is given a complete grasp of the use of words—their differentiation of meaning—their construction, their spelling, their pronunciation, their definitions. Many pioneer writers—even the heads of several colleges—have adopted this book as a source of convenient reference.

Simple Rules

Volume II is no ordinary dry, uninteresting grammar. It tells more in its few pages than the weighty volumes used by writers everywhere. Contains exhaustive chapters on English idioms, peculiarities of the language, construction of sentences, parts of speech, all explained so simply and interestingly that its study becomes a fascinating mental exercise.



The Methods of Master Writers

Volume III explains the “tricks” and the simple principles of effective writing; the methods of writers who are masters. It discusses and analyzes diction, figures of speech, style, humor, ridicule, the style of Macaulay, reserve, criticism, fiction, the narrative, description and dialogue style; epigrammatic style; the power of simplicity, harmony of style, imagination, reality, the use of models in writing fiction, and a price-less appendix which explains common errors in use of words.

Composition

The first essential of any successful composition is that it be interesting. This convenient volume explains how English may be made not only correct but *interesting*—and therefore effective. It explains composition in ad-writing, in correspondence, in conversation, in story writing. It deals with the construction of all forms of business correspondence.

Your Last Chance to Secure a Set

Your chance to get Mr. Cody’s books of us at the special wholesale price of \$2.00 is almost at an end. But the offer will still hold good throughout next month, at least. How much longer we cannot say just now. But if you want to get in on this bargain price—giving you seven complete home study courses in English—in book form—you had better sign the coupon and mail it with \$2.00 to-day. Without coupon the price is \$3.00.

The SYSTEM Company, Chicago
(Desk S. E.)

New York

London

In writing to advertisers, mention “Selling Electricity.”

The SYSTEM Company, Chicago

Desk S. E.

Enclosed find \$2.00, for which mail me a set of Cody Books all complete, regular price \$3.00. If I am not satisfied you are to return my money.

Name

Address

SELLING ELECTRICITY ADVERTISERS.

IN THE MATTER OF PUBLICITY
THE ELECTRIC SIGN HAS A
WIDE FIELD, BUT

THE TALKING SIGN

STANDS FIRST

IT TALKS DIRECT TO YOUR CUSTOMERS!

IT TELLS YOUR WHOLE STORY!

BY IT YOU PRACTICE WHAT YOU PREACH—

“USE ELECTRIC SIGNS”—YOU USE THE BEST!



WRITE FOR BULLETINS AND PRICES TODAY



The Electric Motor & Equipment Co.

(MAKERS OF ELECTRIC SIGNS OF QUALITY)

BEAVER STREET,

NEWARK, NEW JERSEY

In writing to advertisers, mention "Selling Electricity."